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# AIR CONDITIONING AND REFRIGERATION News

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## INSIDE DOPE

*by* GEORGE F. TAUBENECK

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Ted Coggin's Boat Ride
International Note
Men! Break Your Chains!
Doubling In Brass
The Japanese Try Hard To Learn Americanese

### *Story of the Week*

Some time ago you were regaled (we hope) with a few choice anecdotes about that fabulous Boston politician, Jim Curley. Here's another:

At a state convention of Massachusetts Democrats, friends of Curley announced his candidacy for a vacant seat in Congress. Came then four long, tiresome hours of old-fashioned "make-the-eagle-scream" oratory.

When the party chairman noted that the windbag spielers had emptied the auditorium of all but The Faithful, he announced that it was time to take a vote.

"All in favor of Jim Curley for Congress," he added, "will please rise. And keep on rising until the vote is counted properly."

### *Gripe of the Week*

Having carried on a feud with the all-wise pretensions of government "economists" ever since we watched them wave their magic wands during our stint with the War Production Board, "Dope" has gleefully noted that all their predictions since V-J Day have been wrong.

In November, 1945, they predicted: "8,000,000 unemployed within six months." That didn't come to pass; and today there are more employed people in America than ever before —60,000,000, as a matter of fact.

Periodically, thereafter, the statisticians have predicted a "recession"—falling prices and dropping employment. September, 1946, was the first date they set for the "recession." Then it was moved up to December, 1946; thence to April, 1947, and to July, 1947. August has arrived, and still the indices point upward.

Our wartime experience with the "economists" was such that we branded the whole kit and caboodle of them as a bunch of charlatans. All their judgments were based on "samples." And those "samples," we noted, often came from convenient but unimportant sources: taxi-cab drivers, hotel bellboys, and night-club hat-check girls.

In recent months tips haven't been so lavish, and night-club grosses have dropped from the astronomical to the merely exorbitant. So the "economists" have been dolorous with dire forebodings.

It is true that night-club patrons aren't so numerous as they were (but that's a healthy sign for the purveyors of home appliances). As one Master of Ceremonies put it plaintively, after looking out sadly at the sea of empty tables confronting him:

"Where is everybody tonight? I left more people in my hotel room than I see here tonight."

### *Ted Coggin's Boat Ride*

Detroit Lubricator's Ted Coggin has a host of friends in the refrigeration industry. But, because Ted is a genuinely modest fellow, few of these friends know that he is famed in the Great Lakes region as a master sailor.

Skippers of racing yachts fight over Ted, because his skill as a crew man and his uncanny judgment are widely respected. And that introduction gives us an excuse for telling a summer sports story.

In one of the closest finishes ever witnessed in the annual yacht race

*(Concluded on Page 9, Column 1)*

## The Home Freezer to the Rescue

*(An Editorial)*

THE most-discussed (and cussed!) conversational topic all over the world today is not Russia, World War III, or the United Nations. It's the high price of food.

Mankind cannot live without food; but at the prices which meat and potatoes, bread and rice, spaghetti and tea command today, it's difficult to *exist* in many countries. And in the rich United States—the best-fed nation in all history—it's hard to set aside cash for long-deferred purchases after paying the butcher and grocer.

Today the average American family, according to the U. S. Department of Agriculture, is expending approximately 40% of its weekly net income for food. And after the rent and public utility fees have been paid, along with "must" charges for insurance, clothing, and tobacco, there isn't much left for that longed-for new home, automobile, and television set.

This situation is a real threat to the home appliance dealer. But it's also a real opportunity. For in the electric refrigerator and the home freezer—particularly the latter—he can present a *real answer* to the H. C. of E. (high cost of eating).

*(Concluded on Page 16)*

## IAEL Sets Oct. 8-11 For Annual Meeting

NEW YORK CITY — William G. Hills, president of the International Association of Electrical Leagues, announces that the 12th conference of this organization will be held in St. Louis, Oct. 8-11, inclusive. The Statler hotel will be convention headquarters.

A program committee, appointed by Mr. Hills, consists of S. E. Strunk, secretary, Electrical League of Cleveland, chairman; Ralph Neumuller, New York; H. F. Bennetts, Kansas City; P. L. Heath, Pittsburgh; and C. H. Christine, St. Louis. J. Clark Chamberlain, San Diego, is western advisor.

The program is rapidly taking shape. General sessions will occupy the first two days of the conference and will include discussion of such

*(Concluded on Page 32, Column 2)*

## *Smith Leaves Baker To Form Distributing Firm*

OMAHA, Neb. — Sterling Smith has resigned as general sales manager of Baker Ice Machine Co. to set up an organization to distribute Sterling refrigerated transportation equipment on a national and export basis.

Sterling equipment is made by the Sterling Mfg. Co. of Omaha. Mr. Smith said he would probably set up his sales headquarters somewhere in the east.

Mr. Smith was head of the commercial refrigeration and air conditioning section of the War Production Board during the latter part of the war, joining Baker after the war's end. Prior to the war, he had been eastern divisional manager of Kelvinator's contract sales division.

## Dept. Stores Maintain 8% Gain for 3rd Week

WASHINGTON, D. C. — For the third successive week, the nation's department stores chalked up an 8% gain in sales over 1946, according to the Federal Reserve Board.

The New York, Cleveland, and Chicago Federal Reserve districts led the country for the week ending July 19 with sales increases of 13%. Other districts reported as follows: St. Louis, 11%; Kansas City, 7%; Philadelphia, 3%; San Francisco, 2%; Atlanta and Dallas, 1%.

Department stores in two districts, however, showed slight declines. Boston was off 1%, while in the Richmond district, sales fell 5% below 1946.

## *'46 Cooling Sales Set Chicago Record*

CHICAGO—A total of 517 installations of air conditioning equipment, exclusive of plug-in type room coolers, was registered in Chicago in 1946, according to figures made available by Gerald Gearan, Deputy Chief of the Boiler and Refrigeration Inspection departments of the City of Chicago.

This was the highest number of installations ever made in Chicago in any one year, in the face of the restrictions imposed by the Housing and Commercial Construction laws, and the general scarcity of equip-

*(Concluded on Page 32, Column 1)*

## West Penn Power To Drop Water Heater Bonuses

PITTSBURGH — Estimating that sales of electric water heaters in its area this year will total 4,100 (compared with 233 sold in 1938), the West Penn Power Co. here has decided to drop cash bonuses and advertising allowances to participating dealers on this appliance.

"West Penn feels that the time has arrived when electric water heaters no longer require this underwriting to produce volume sales," the company explains.

Only those electric water heaters sold up to and including Sept. 30, 1947, will be eligible for the bonuses and advertising allowances, the utility has ruled. Heaters sold but not installed by that time will be eligible for these awards if they are installed before Dec. 31, 1947 and if they are listed by serial numbers and cus-

*(Concluded on Page 29, Column 3)*

## *Appliance Industry Studies Effect of New Steel Prices*

DETROIT—It's too soon to determine whether the price increases for steel announced in the past 10 days will result in higher retail prices for refrigerators and other appliances, according to several manufacturers in the industry.

An average increase of about $6 a ton was announced by most of the steel producers. American Rolling Mill Co. started the ball rolling on July 24 with price boosts ranging from $5 to $8 a ton. Other small producers promptly fell in line, with U. S. Steel Corp., world's largest producer, making its announcement July 28.

This action followed the recent increase in coal prices, but steel producers pointed out that their higher costs are also the result of higher scrap prices, the wage increases granted to steel workers last April, and other increases in the cost of supplies and services.

"We estimate the full impact of advanced costs since the first of the year, when they accumulate, will be over $10 a ton," declared Joseph L. Block, executive vice president of Inland Steel.

Meanwhile, although steel output

*(Concluded on Page 4, Column 4)*

## G-E Names Pritchard To Head Marketing

BRIDGEPORT, Conn. — Marketing organization of the General Electric Co.'s Appliance & Merchandise Department has been streamlined to serve an expanding market and to keep pace with increasing production, H. L. Andrews, vice president and general manager of the department, has announced.

Under the new setup, all of the department's marketing activities are coordinated under a manager of marketing, C. R. Pritchard, whose former position as general sales

*(Concluded on Page 4, Column 5)*

## *Fedders-Quigan Starts Unit Conditioner Line*

BUFFALO—As part of a program to diversify its operations, the Fedders-Quigan Corp.'s plant has started to manufacture a unit air conditioner for homes, professional offices, and similar applications, Vice President Edmund R. Walker has announced.

This is the first time the plant has made this type of equipment. It is continuing to make air conditioning equipment for industrial, commercial, and railroad use.

*(Concluded on Page 4, Column 4)*

## *Housewives' Queries Enliven Detroit Utility's First Home Freezer Class*

By George M. Hanning

DETROIT — To teach users and prospective users of home freezers how to get the most out of their units, the Detroit Edison Co. has inaugurated a series of classes to show these women the proper way to prepare, wrap, freeze, thaw, and cook their frozen foods.

First sessions were held during the evening of July 15 at the utility's Highland Park and Dearborn branches.

Approximately 20 housewives, mostly home freezer users, and a scattering of husbands watched intently as Miss Nanette Carnahan, home service advisor at the Highland Park branch, demonstrated the proper preparation of chops, corn on the cob, sliced peaches, and a home baked breakfast roll for the freezer.

The women not only sat and watched, but popped up at intervals with pertinent questions about packaging, packaging materials, defrosting times, cooking frozen foods, and preparing fruits.

As she worked, Miss Carnahan emphasized to her audience the value of grouping frozen foods in "family size" packages so that only enough for a single meal need be removed from the freezer at one time.

She further stressed the importance of using moisture proof wrapping papers.

At the same time as she was readying food for the freezer, she was also warming and preparing to serve a

*(Concluded on Page 29, Column 1)*

## Congress Votes To End Credit Controls Nov. 1

### *Truman 'Reversal' Spurs Last-Minute Action on Compromise Measure*

WASHINGTON, D. C. — Governmental controls over credit and instalment buying are slated to end Nov. 1.

In a last-minute rush spurred by President Truman's apparent reversal of stand on the subject of dropping controls, the House and Senate voted a compromise measure just before adjourning that will continue the credit restrictions until Nov. 1.

Although the Federal Reserve Board, through its chairman, Marriner S. Eccles, had previously declared that unless Congress granted that agency permanent authority to regulate credit, Regulation W would be dropped immediately, the board has now decided to continue the rule in force until Nov. 1.

The board says its considers the Congressional vote as a directive to retain Regulation W for three more months.

It was President Truman's confusing statement at a White House press conference on the eve of Congress' adjournment that brought about prompt action on pending legislation.

In a letter to Board Chairman Eccles June 5, the President had stated he favored dropping these controls if Congress did not approve desired legislation, but at the press conference he said that he had merely promised to take action, not to end the restriction.

Up to this point, Senate and House conferees had been deadlocked over differences in bills on credit control as approved by the two branches. The House had voted for immediate ending of controls, while the Senate wanted a six-month extension with the down payment cut to 20% from the present 33⅓%, and terms extended from 15 months to two years.

## *Manufacturers' Deliveries Continue Downward In May*

WASHINGTON, D. C.—The downward trend in manufacturers' deliveries to wholesalers and retailers went into its third straight month in May with the daily rate of shipments declining about 1%, the U. S. Department of Commerce has reported.

During the month, the value of deliveries was estimated at $13,700,000,000, a drop of $175,000,000 below April. Approximately $100,000,000 of this drop was attributed to durable goods industries, particularly

*(Concluded on Page 4, Column 2)*

### The Key to Air Conditioning

There's plenty of money to be made in the air conditioning business, but you've got to know what you're doing. It takes knowledge, especially when it comes to applying the equipment. So you'll want to read *The Key to Air Conditioning*, beginning in this issue of the NEWS on page 21.

This new series features simplified data on the application of comfort cooling for all types of jobs. It was prepared by a veteran engineer, James J. LaSalvia, whose broad experience in the whole field covers nearly 30 years.

Start reading the series now. You can't afford to miss it.

## Aluminum Users Offered Kaiser 'Utility' Sheet

OAKLAND, Calif.—A new aluminum product known as Kaiser utility sheet, considered to be particularly adaptable to air conditioning applications, is now being produced by the Permanente Products Co. at its Trentwood, Wash., rolling mills, D. A. Rhoades, Permanente general manager, has announced here.

Metallurgically, Kaiser utility sheet is a solid homogeneous aluminum sheet of a composition designed to give long, satisfactory life under normal conditions of use, Mr. Rhoades explained.

Its wide adaptability is indicated by the fact that it will take a standard Pittsburgh lock seam in all gauges in which it is offered, he pointed out. This represents ability to withstand bending through a 180° angle on its own thickness.

Mr. Rhoades asserted that Kaiser utility sheet is particularly adaptable to large volume sheet metal applications.

## 2 Markets Try Location Tests on Spot Special' Frozen Food Cabinet

NEW YORK CITY—First installation of the new Frigid-Freeze "Spot Special" frozen food cabinet on wheels have been made in Grand Union Super Markets here and in Pittsfield, Mass., John M. Bess, president of Refrigeration Corp. of Americe, has announced.

Mr. Bess declared that these installations were being studied for sales producing value both as a means of featuring one or two frozen food specials for the day and as a convenient method of offering two related items in combination.

In the Jerome St. supermarket here, the cabinet was placed near the baked goods department and featured frozen berries and fruits.

In Pittsfield, it was located near the check-out counter in the self-service department as an auxiliary to two large Frigid-Freeze cabinets in the clerk service section, he said.

## Evaporative Cooler Firm Moves Into New Bldg.

DALLAS, Tex. — The Alton Mfg. Co., manufacturer of evaporative cooling units called Air-Champs, will move into a new building at 1112 Ross Ave.

The two-story structure, completed at a cost of $45,000, will make it possible for the company to double production, B. P. Edelman and A. Ward Thornton, co-owners, said. The new structure will provide 10,000 sq. ft. of floor space in addition to the 13,000 sq. ft. in the original building at 1111 Camp St.

Factory and assembly will go on the first floor and warehouse and offices will occupy the second floor.

Besides its manufacturing interests, the company is distributor for Buffalo attic fans and for centrifugal blowers, parts for evaporative coolers, recirculating pumps and motors when sold with blowers.

Mr. Thornton handles production and engineering. Mr. Edelman is in charge of sales and administration.

## Fair Trade Law In Florida Is Upheld In Court Case by Federal District Judge

TAMPA, Fla.—Validity of Florida's fair trade act of 1939 was upheld here July 17 by Federal District Court Judge William J. Barker.

Similar laws, authorizing minimum resale price contracts between manufacturers and retailers, are effective in 44 other states.

Judge Barker granted two liquor distributors, Hiram Walker, Inc., and James Barclay, Ltd., temporary injunctions restraining Webb's City, Inc., St. Petersburg firm, from selling the plaintiffs' products at prices below those established under fair trade contracts.

In denying Webb's motion to dismiss the action, Judge Barker also ruled that the federal courts had jurisdiction in the case.

Webb's had contended during an earlier two-day hearing that the Federal Court was without jurisdiction because it involved solely a state law which had not yet been construed by the State Supreme Court.

Judge Barker, however, agreed with the plaintiff's argument that the case came within his scope because the parties were from more than one state and the amount involved was more than the $3,000 minimum fixed for jurisdiction by a Federal Court.

Webb's also had contended that the 1939 act should be considered unconstitutional because the Florida Supreme Court threw out a 1941 price fixing law which, Webb's argued, was the "child" of the 1939 act. Plaintiffs' counsel, however, had said that the 1941 was outlawed because it was compulsory, forcing minimum price maintenance on all liquor distributors, whereas resale price maintenance contracts under the 1939 act were authorized on a voluntary basis for adoption by producers through their distributors.

In rejecting Webb's argument on this point, Judge Barker said: "I gather from close and careful reading and study of the opinion that (the 1939 act) is not subject to the criticism of (the 1941) act. Further, the fact that a great number of states have acts practically identical to (the 1939) act, which have been sustained by their respective courts as constitutional under provisions similar to the Florida Constitution, and of the further fact that the Supreme Court of the United States has upheld similar acts, I am of the opinion that the 1941 act will be upheld by the Supreme Court of Florida when and if the question is presented to it for determination."

Webb's instigated the litigation which resulted in invalidating both the 1941 act and a similar 1937 Florida fair trade law.

The 1939 Florida act permits the owner of any trademark, brand, or name or the owner's specifically authorized distributor to establish minimum resale price schedules for such products as a protective measure for the good will inherent in the marks or names.

The statute also provides that a price schedule established by contract under the act with any one retail firm in an area is binding on all other retailers handling the products in that area.

Judge Barker's findings stated that Webb's failed to observe minimum price schedules established by the distributors with other firms in the area.

## Welker Supply Named Distributor for Monitor In 5 Michigan Counties

DETROIT—The Welker Supply Co. here has been appointed distributor for the Monitor Equipment Corp. in five counties in the Detroit area, E. H. Welker, president, has announced.

These counties are St. Clair, Macomb, Wayne, Oakland, and Washtenaw.

The firm also distributes Deepfreeze and Whiting home freezers, Launderall automatic washers, and Hallicrafter radios, according to Mr. Welker. On the latter two products, distribution covers the entire state of Michigan and 13 counties in northwestern Ohio, he stated.

Branch offices are maintained in Grand Rapids, Mich, and Toledo, Ohio. F. J. Brady is executive vice president and general manager, while L. A. Bueche is assistant sales manager.

## Booth Fisheries Reports Loss on Frozen Foods

CHICAGO—A loss of nearly half a million dollars on its frozen foods operations is revealed by the annual report of the Booth Fisheries Corp. which reports an overall net of $613,977 for the year ended April 29.

Earnings were up slightly from the previous year when they stood at $608,792. Sales totaled $26,846,480 compared with $24,915,837 in the earlier 12 months.

Booth explained in relation to its frozen foods writedown that it had been caught between high 1946 pack costs and distress liquidation of other packers.

Volume of sales for the fish and seafoods division which with frozen foods, cold storage warehousing and sardines are the four divisions of the company's operations, were declared at a satisfactory level. It revealed that it had again resumed the filleting of fish following its discontinuance during the war.

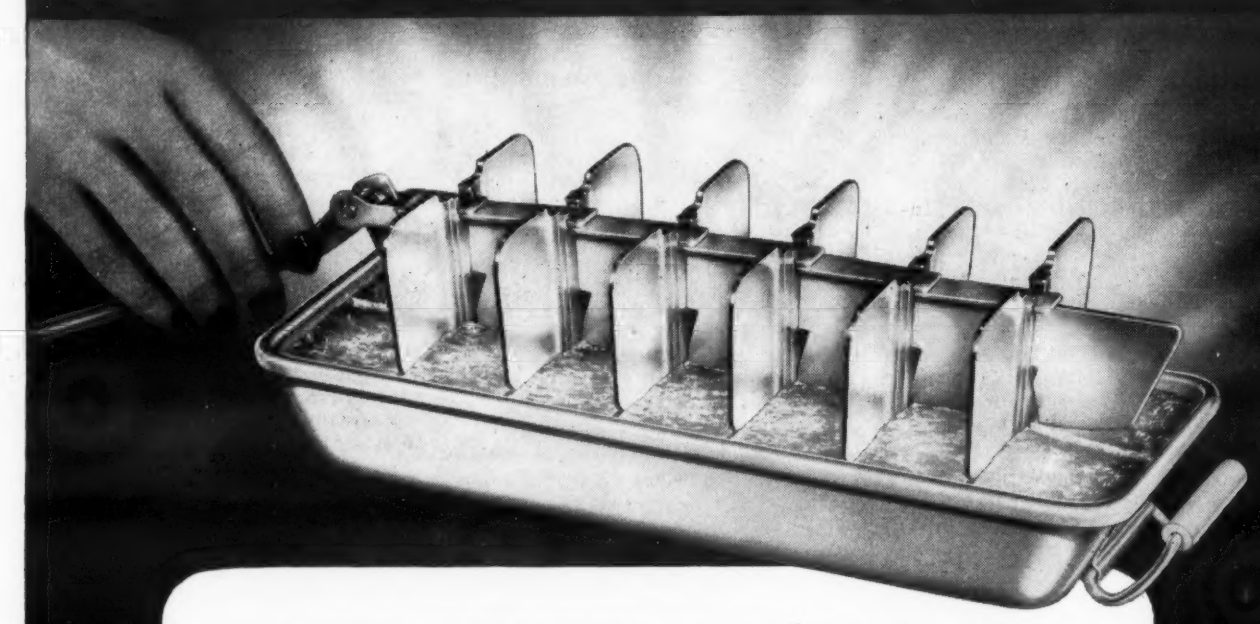
Last year's pack of sardines were sold at a very satisfactory profit, the report declared. However the fish run has been of such low quality this year that none were canned.

The cold storage operations were also operating profitably.


THE PERFECT ICE TRAY COMBINATION

PLASTIC—*For Eye Appeal!*

METAL—*For Fast Freezing!*



**The New INLAND Handi-Cube Tray**

**COLORFUL plastic grids in blue—as shown—green, pastel shades or clear plastic are available. Or standard aluminum grids can be supplied. Plastic or metal tray lifters are optional.**

Another Inland first! Another step in the development of truly modern ice cube trays! Colorful pastel-tinted plastic grids now add striking new beauty to the outstanding efficiency and performance of the new fast freezing Inland Handi-Cube Tray.

And what efficiency! The metal pan assures rapid freezing. A slight pull on the pan lifter frees the tray from the freezing compartment. A simple lift of the lever releases dry ice cubes in a jiffy. And this remarkable mechanism is designed for durability as well as efficiency . . . gives long-lasting ice cube releasing service.

Never has such eye-arresting beauty, such performance, such durability, such speedy freezing, been available in a single ice cube tray. No wonder the new Inland Handi-Cube Tray is writing a new success story in ice cube tray sales. Get the full story by writing the . . .

INLAND MANUFACTURING DIVISION, *General Motors Corp., Dayton, Ohio*

*FAST FREEZING*

*QUICK RELEASING*

ICE TRAYS *BY* INLAND MANUFACTURING

INLAND



**Universal's Sales Sensation . . . The FREEZMASTER**

**$650 WITHOUT SUPERSTRUCTURE**

**$750 AS SHOWN**

**Operating Costs 25% below average for similar units**

**Length 88"**

**Width 30"**

**Height 38"**

**Superstructure 19" high**

**Capacity approx. 17 cu. ft.**

**Temperature range 0° to 30° below 0°**

Here's super-salesmanship in a shining white case with stainless steel top. All-steel electric welded construction. Gold Bond Zerocell insulation. Tank of convenient depth. 100% rust-proof cold plates, vapor sealed. Thermopane ball-bearing doors girded with stainless steel. ½ H.P. condensing unit. Built for long service. Model C-200-S.

Dealer inquiries invited. Above prices list—uncrated F.O.B. Los Angeles.

*Call or Write for Information*

**UNIVERSAL REFRIGERATION CO., INC.**

Phone OREgon 8-2154

**5601 W. Century Blvd., Los Angeles 45, Calif.**

# HEADING YOUR WAY...

## NORGE'S BIGGEST NATIONAL MAGAZINE PROGRAM *to date!*

**THE NORGE SELLING MESSAGE WILL REACH**

**THE BUYING PUBLIC 172,433,617 TIMES, JULY THROUGH DECEMBER**

Get set for *action*—coming your way is the new Norge advertising campaign . . . the biggest yet, and the most *powerful!* It has the BROAD COVERAGE of 14 leading national magazines . . . the STRIKING POWER of full pages and color insertions . . . the PROFIT-BUILDING PUNCH of the Norge story, forcefully and convincingly presented.

Yes, your Norge advertising support is growing fast . . . and so are your opportunities for profit. With the seven great Norge lines . . . the "passkeys to profits" . . . you're in "big business" today, ready for even bigger business tomorrow! Norge Division, Borg-Warner Corporation, Detroit 26, Michigan.

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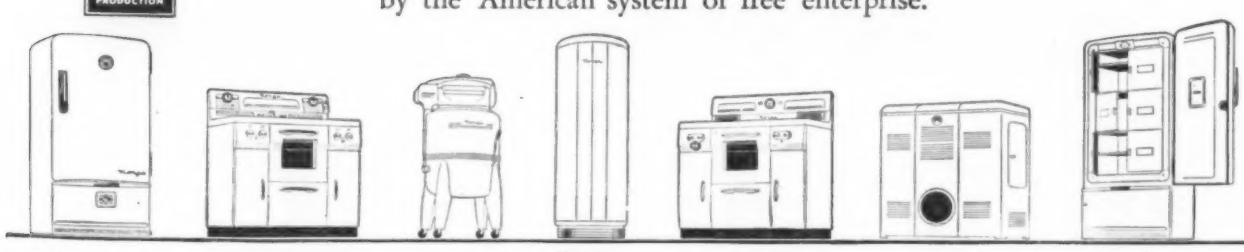
Products of BORG-WARNER

ENGINEERING B-W PRODUCTION

Norge products, distributed worldwide, are typical examples of the values made possible by the American system of free enterprise.




SEE NORGE BEFORE YOU BUY

## Washer Sales Jump 112% Over '46 In 6 Months

CHICAGO—An increase of 112% over the first six months of 1947 has been registered in sales of standard-size washers so far this year, it is reported.

Six-month sales this year have amounted to 1,754,639, compared with 826,268 for the first half of 1946.

Ironer sales likewise showed a big jump. The half-year total for 1947 is 268,309, whereas the total for all of 1946 was 124,616. In 1941 the total was 215,994, somewhat less than the six-month figure this year. Ironer sales in June set a new record of 52,025, gaining over the record 51,685 made in May.

June washer sales of 314,705 were slightly below the industry record of 320,969 in April, and slightly ahead of May's 313,724.

Reported for the first time are sales of small washers having a capacity of 3 lbs. or less dry weight. Six-month total on these was 251,270, with 34,316 for June.

## Deliveries Down--

*(Concluded from Page 1, Column 5)*

automobiles, the Commerce Department said.

The decline in durable goods to $6,200,000,000 was the first in the postwar period, it added.

New orders placed with manufacturers also continued their downward trend. Manufacturers' inventories, according to the Department, increased by $300,000,000 in May to $22,400,000,000.

## Hansen Heads New Group Of 'Fox Valley' Contractors

FOND DU LAC, Wis.—The Fox River Valley Refrigeration Contractors Association was recently organized in this area and Fred Hansen of Fond du Lac was elected president, it was announced here.

Other officers elected were Cliff Kelm of Manchester, secretary, and Joe Ruhland of Ripon, sergeant-at-arms.

The association meets on the second Wednesday of each month.

## Lewyt To Spend Million On Vacuum Advertising

NEW YORK CITY—With $1,000,000 appropriated for advertising over a year beginning Oct. 1, Lewyt Corp. expects to make initial shipments of its new vacuum cleaners to 15,000 appliance and department stores by Aug. 15.

Year's production beginning Aug. 1, should total 100,000 units, and within 30 days monthly output will hit 10,000, Alex M. Lewyt, president, told distributors at the opening of a five-day sales clinic.

Made on a contract basis, the new cleaner will feature triple-filtering and the substitution of a metal container for the conventional dustbag.

A preliminary advertising campaign costing $85,000 is scheduled to begin in national magazines Aug. 25, according to Walter J. Daily, who recently became manager of the company's vacuum cleaner division.

Keynote of the campaign for the year, however, will be insertions in daily and weekly newspapers in 35 marketing areas, he said.

## Steel Prices Up--

*(Concluded from Page 1, Column 4)*

continues at a near-capacity pace, orders are still far ahead of shipments, it is reported.

And more activity has been noted recently in the flat-rolled gray market, according to the *New York Times*. Besides more premium price deals, there is increase of conversion deals whereby ingots are purchased at high prices and then processed into flat materials by steel mills.

Shortages of scrap and coke also continue to plague the industry.

## Fedders-Quigan Unit--

*(Concluded from Page 1, Column 4)*

"Deliveries of the unit air conditioners are just getting under way," Mr. Walker said. "Production will be increased gradually. We have a very sizable backlog of orders."

Mr. Walker said employment of the company here has hit a new all-time high of approximately 1,200 employes, "and it is still growing." During the war, the company's employment totaled about 900.

## Heads G-E Marketing--

C. R. PRITCHARD

* * *

*(Concluded from Page 1, Column 4)*

manager of the department has been discontinued, Mr. Andrews said.

In his position as staff representative of Mr. Andrews, Mr. Pritchard will be responsible not only for all direct sales activities of the department, but also for consumer, market and distribution research, advertising and promotion, product planning and appearance design, production schedules and product service. In addition, he continues as a member of the department's advance engineering committee.

Outlining the new alignment of the Appliance & Merchandise Department's marketing organization, Mr. Pritchard said that the former three broad sales divisions of the department, covering major and traffic appliances and construction materials, have been consolidated into two divisions.

A. M. Sweeney, who was manager of major appliance sales, becomes manager of all appliance sales, and is responsible, among other things, for all appliance sales people.

C. W. Theleen, formerly manager of traffic appliance sales, is named assistant manager of appliance sales and shares with Mr. Sweeney the responsibility for appliance sales operations, including retail development, the Consumers Institute, the Home Bureau and farm, department store and apartment house sales.

J. H. Crawford continues in his former capacity as manager of construction materials sales, with duties and responsibilities in the electrical building materials field.

Mr. Pritchard will be further advised and assisted by a new sales committee under his chairmanship. Other members are Messrs. Sweeney, Crawford, and Theleen; G. J. Chapman, assistant manager of the Appliance & Merchandise Department; A. L. Scaife, advertising and sales promotion manager; and C. A. Brewer, manager of the distribution services division.

In announcing the reorganization, Mr. Andrews said that it was part of his department's long-range plan to bring to the public with the greatest possible efficiency and at lowest cost the appliance and construction materials in such demand.

The streamlining and expansion of the engineering and manufacturing facilities of the department, which were undertaken immediately following V-J Day, are now nearing completion, he said. Twenty-two factories are presently turning out appliances and construction materials for General Electric. Nine of these have been acquired since the war; most of the others have been completely remodeled or enlarged.

Mr. Pritchard began his association with G-E in 1918 in Birmingham, Ala. In 1944, when he was appointed to his former position as general sales manager of the General Electric Company's Appliance & Merchandise Department, he was vice president of the General Electric Supply Corp.

*Moisture Content of "FREON" Now Less Than 10 Parts per Million*

Carload shipment of 15 one-ton drums of "Freon-12" contains less than a cupful of moisture!

The sensational dryness of "Freon" refrigerants—now less than 10 parts of moisture in a million parts of "Freon-12"—is the result of extensive laboratory research. To produce these drier refrigerants, new equipment was designed and installed in the plants where they are made.

The need for a virtually anhydrous refrigerant stemmed from the increasing popularity of frozen foods. New, compact household quick-freezers and locker plant refrigerating equipment, designed to operate at lower temperatures than ever before, were needed to protect these frozen foods.

But since moisture in a refrigerant may freeze in the valves of low-temperature equipment, it was imperative that refrigerant moisture content be reduced to the absolute minimum. So now that "Freon" refrigerants contain practically no moisture . . . modern, compact, low-temperature quick-freezers, lockers and refrigerants are entirely practical and function safely, efficiently and economically.

Because "Freon" refrigerants *are* as dry and as pure as scientific methods of production can make them, they are ideal for all types of commercial, industrial and household applications. That is why refrigerating engineers everywhere heartily endorse the use of equipment designed to utilize "Freon." Kinetic Chemicals, Inc., Tenth and Market Streets, Wilmington 98, Delaware.

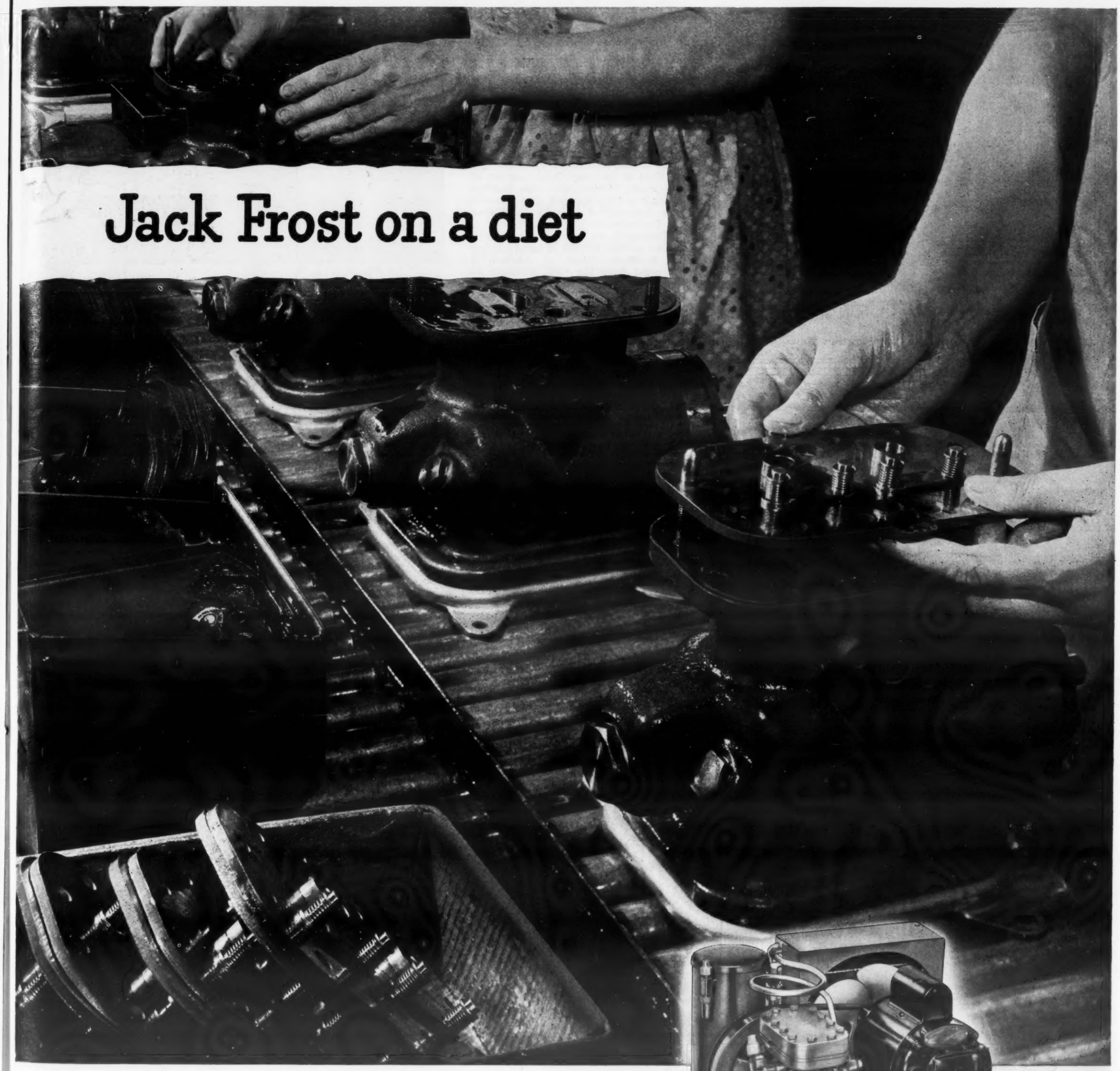
**OUTSTANDING FEATURES OF "FREON" SAFE REFRIGERANTS**

1. Freedom from moisture . . . now less than 10 parts per million.
2. Narrow boiling point range—confined within limits of ½°C.
3. Less than 2% of air in vapor phase.
4. Freedom from acids. There are none in "Freon".
5. Freedom from high and low boiling products.
6. Non-toxic . . . non-flammable . . . non-explosive.

KINETIC
FREON
REG. U. S. PAT. OFF.
safe refrigerants
"FREON" IS KINETIC'S REGISTERED TRADE MARK FOR ITS FLUORINE REFRIGERANTS AND PROPELLENTS

HEAT TRANSFER EQUIPMENT
MARLO COIL COMPANY
SAINT LOUIS, MISSOURI

# Jack Frost on a diet



*The valve plate* — of the conventional condensing unit is made of cast iron. By making this part of hardened steel, Jack & Heintz engineers have obtained high strength and rigidity with *less thickness.* This slenderizing has reduced clearance in the discharge port, contributing to the *high efficiency* of J & H Condensing Units.

Better condensing units through

JACK & HEINTZ

Mass Precision

**JACK & HEINTZ PRECISION INDUSTRIES, INC.,** *Cleveland 1, Ohio*

## WANTED

### ASSISTANT GENERAL SALES MANAGER

A nationally known manufacturer of air conditioning, heating, and commercial refrigeration equipment, employing 225 people in the Sales Department and distributing their products through a nation-wide dealer organization, has an opening for an Assistant General Sales Manager.

We are looking for a man with a knowledge of national distribution and specialty selling through dealers. Experience in our line or in the major appliance field desirable, but not essential.

Candidates must have a proven record of accomplishment as a major sales executive, as this is not an ordinary job.

Kindly furnish a complete history of your business experience and accomplishment and a photograph. Advise starting salary required and when you will be available. All replies will be held in the strictest confidence. Box No. 2268
Air Conditioning & Refrigeration News



PERFORMANCE WITHOUT COMPROMISE

From internal engineering to external finish, every factor in Larkin refrigeration products is flawless in execution. The same constructive ability which also produces Humi-Temp originated patented Cross Fin Coils Forced Convection Units — Bare Tube and Zinc Fused Steel Plate Coils — Air Conditioning Units—Instantaneous Water Coolers—Evaporative Condensers—and other high-grade items demanded in the commercial and industrial refrigeration field.



THE WATCH DOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS 519 MEMORIAL DRIVE • S•E• ATLANTA • GEORGIA


## Free Dishwashing Offer Used by Kaiser Dealer To Promote Appliance

MEDFORD, Ore.—Every day except Sunday, a local family gets its dinner dishes washed free in a Kaiser automatic dishwasher on the floor of the Riverside Motors showroom here.

In addition, the family gets a free ride to and from the showroom.

That is the way Oscar Larsen of Riverside Motors, who also handles Kaiser and Frazer cars, demonstrates his dishwashers in action and does it dramatically.

Through an arrangement with radio station KWIN, a family living in Medford, Talent, or Ashland is selected from the radio audience to receive this free dishwashing service.

A driver in one of the firm's cars picks up the family, complete with dirty dishes, at its home and brings them to the showroom. There the family watches the Kaiser dishwasher do its stuff. When finished, the driver returns the family—and its clean dishes—to its door.

## Whitaker & Mattson Form Rapid City Dealership

RAPID CITY, S. D.—Articles of incorporation with capital of $100,000 were filed this week in the state capital for the Whitaker and Mattson, Inc., electric refrigeration and heating retailers.

Directors of the firm are Harold M. Whitaker, Walter A. Mattson, and W. A. McCullen, all of Rapid City.

## *For June Brides . . .*

One of the test windows prepared earlier in the year, this display for June met with such enthusiastic response that Norge decided to supply others for the remaining months of 1947.

* * *

## Norge Window Display 'Packages' Provide Seasonal Tie-In for Appliance Dealers

DETROIT—As a result of retailer response to several test window display "packages," Norge division of Borg-Warner Corp., is offering a unique set of five for use during the last half of the year.

Designed to coincide with the season, or most prominent activity of the month, and to tie in with current national advertisements, each window display will be complete in all essentials. As many as six or seven colors will be used.

Basically, these displays consist of backgrounds and cutouts intended to emphasize the most important features of the products to be exhibited with them. The first will be for use in August and will dramatize the advantages of harvesting from the home vegetable garden and storing the crops in Norge home freezers. The same general theme, "Garden Fresh the Year 'Round," and the same product, will bear direct relationship to some favorite activity of the season, also.

Each month's "package" will be a complete unit, and will include full instructions for setting up the display, together with proposed layouts for large, medium or small windows.

A descriptive portfolio, pointing up the benefits to be derived through such pointed application of showmanship principles, is being provided as an aid in this endeavor. It will be taken into the field by factory regional representatives, and presented to dealers in cooperation with distributors' salesmen.

Monthly prizes for best windows are being offered the retailers as an incentive to dramatic employment of the material.

* * *

## *. . . Or August Harvests*

This window will be featured by Norge dealers this month.


TWO-WORD ASSURANCE OF LASTING FINE FINISH— It's BONDERIZED

PROTECTED BY Bonderite HOLDS PAINT TO METAL FOR CORROSION RESISTANCE

In the back of a woman's mind, as she considers that new refrigerator, is a question: "How will it look in my kitchen five years from now?"

With most refrigerators there's a way to answer that question quickly, to the customer's complete satisfaction. Tell her, "It's Bonderized."

Most refrigerators—and home freezers, too—have Bonderizing under the paint to protect and preserve fine appearance.

Bonderizing (1) anchors the paint; (2) resists rust and corrosion; (3) prevents spreading finish failure around nicks, scratches, and accidental breaks in the paint film.

You'll be surprised how many customers know Bonderizing and its advantages.

Use this sales feature. Tell them "It's Bonderized."

PARKER RUST PROOF COMPANY, 2170 East Milwaukee Ave., Detroit 11, Michigan

BONDERIZING Holds Paint to Metal — PARKER PROCESSES — PARKERIZING Inhibits Rust — PARKER PROCESSES — PARCO LUBRIZING Retards Wear on Friction Surfaces

Bonderite, Parco, Parco Lubrite, Reg. U.S. Pat. Off.


## *Nickle In the Parking Meter Saves Customer Fine, Wins Friends for Houston Dealer*

HOUSTON, Tex.—Saving customers from parking fines by the simple expedient of going around and dropping nickels into red-flag parking meters is an effective idea by which Flato's Appliance dealership here, is winning many friends.

Busy downtown Houston, which is completely forested with parking meters, each week provides scores of new, friendly prospects for the Flato store when the motorist discovers that a Flato representative has saved him from paying a parking fine when he becomes negligent about moving his car.

Specialty appliance salesmen of the store take turns in patrolling the downtown streets, watching for the telltale red in a parking meter which means that the motorist is due for a ticket. The salesman drops a nickel into the meter, and attaches a business card to the automobile's windshield wiper, where the motorist is sure to see it.

On the card is printed a drawing of a clock, a red flag, and the words "Your Time Was Up! The flag showed red—it was our privilege to save you a parking fine by putting a nickel in the meter. Flato's, 1900 Main."

Grateful motorists always read the card thoroughly, and find inside a list of franchised appliance lines which Flato's offers, a description of the store, and an invitation to bring any appliance or home-supply problems to the store.

While not every motorist takes the trouble to drop around to the store and look over appliance lines, nearly all telephone in, or drop a postcard to the store. Many nickels are returned, also, in envelopes.

TRADED-IN
REFRIGERATORS ...from 2 to 18 cu. ft.
FRIGIDAIRE • GENERAL ELECTRIC
HOTPOINT • KELVINATOR • NORGE • PHILCO
WESTINGHOUSE and OTHER FAMOUS BRANDS
ATTRACTIVELY PRICED for PROFITABLE RESALE
WRITE FOR LATEST PRICE LIST
METRO REFRIGERATOR CO. 44-3rd Ave., New York 3, N. Y.
A Continuous Reliable Source of Supply

# THANKS MR. DEALER!

Cable Address---"SELB".

S[illegible]LB MANUFACTURING COMPANY

Commercial Refrigeration Equipment

CENTRAL 3287

1221-27 ARCADE BLDG.---ST. LOUIS 1, MO.

Thanks, Mr. Dealer:

We deeply appreciate the confidence that you have shown in the Selb S4, and the assistance you have given us in the past two years.

Without that confidence and assistance we would have been unable to attain our present position. When we first introduced the Selb 4 foot display case to you, we were convinced that it filled a definite need in the Refrigeration field. You have helped bear out this conviction.

We were not lulled into a sense of security by the ready acceptance of our versatile, four-foot case, because we realized that we were entering the field in a "Seller's Market". On the contrary, we kept our engineers and field men on the job...changing...redesigning...and improving...in order to bring you the very best merchandise possible!

Even today, when we feel that the present model ...the Selb S4...contains all the latest improvements in modern design, we are still striving to improve it! We are attempting to improve not only its design, but the efficiency of tooling, assembly line, fabrication...and all phases of our organization including purchasing, advertising and sales!

We know that only in this way can we hope to continue to give you the highest quality merchandise for the least amount of money!

Again, Thanks, Mr. Dealer! We promise to live up to the confidence that you have in us ... and in the Selb S4!!

Cordially,

Selb Manufacturing Company

SELB takes only 4 feet

Selb Leads the Way

All that your local merchant asks is that you see him first!

# VALLEY NEWS

PUBLISHED BY THE VALLEY APPLIANCE CO. OF ANTHONY

Sec. 562, P. L. & R. U. S. POSTAGE 1c. PAID Anthony, N. M.-Tex. Permit No. 2

VOL. 1—No. 8 ANTHONY, N. M.-TEX. May 8, 1947

## Lions Have Annual Mother's Dinner

The Lions' Club held their annual Mother's Day Dinner at 7:30 on the evening of May 6 at the Aladdin Club.

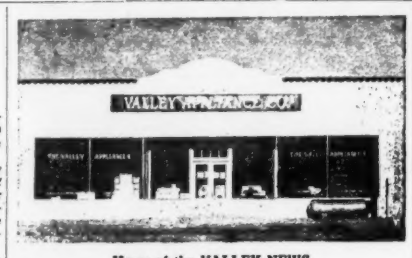
The invocation was given by Rev. W. S. Walthall, pastor of St. Luke's Episcopal Church, after which the assemblage sang "America." L. A. Burns, president of the Anthony Lions Club made the announcements.

Part of the evening's entertainment was provided by the High School Girls Sextet who sang two songs "That Wonderful Mother of Mine" and "M-O-T-H-E-R."

The address was presented by Gen. Hugh M. Milton II, who is president of the New Mexico A. and M. A. College.

C. A. Battenburg sang "Mother Machree" and "Mother of Mine."

The assemblage sang "Till We Meet Again" and the benediction was given by Rev. Walthall.




Home of the VALLEY NEWS

## Troop Takes

## Formal Opening Of Enlarged Country Club

At the Country Club covered dish supper, the first event to be held in the remodeled and enlarged clubhouse, it was announced that the formal opening will be held Saturday and Sunday, May the 17th and 18th. High-ranking professional golfers are being invited by President Gail Hensing [illegible] both days. [illegible] Club, of which [illegible] is president.

## School Petitions Near Completion

Definite progress is being made in the move to dissolve the Anthony High School District and form an independent district including all the schools in the Mesquite, Anthony, La Mesa, Chamberino, San Miguel, La Union and Berino communities.

The County Board of Education has recommended such action to the State Board. Petitions are now being circulated requesting the County Commissioners to call a special election. As all of the voting districts have turned in their petitions with the exception of San Miguel and La Union [illegible] will be [illegible] on.

## High School to Graduate Twenty-Four

Twenty four Seniors will be presented their diplomas by J. B. Greer, President of the School Board next Thursday evening, May 15th at the High School Auditorium. Dr E. H. Fixley of the University of New Mexico will be the principal speaker. James Lister of La Mesa is president of the graduating class, Della Jean Bridges, vice-president, and Duane Thatcher, secretary-treasurer. Other graduates are Martha B. Chilton, Angel Chavez, Velma Cox, Isabel Diaz, Isabel Evaro, Joe Franco, Evangeline Giron ,Sarah Hererra, Walter Kirkpatrick, Charles Pack, Helen P. Stewart, Fidel Provencio, Jannette Radney, Guillermo Rios, Jerry Sheriff, Bill Sloan, Eula Mae Tillman, Nolon Tillman, Nellie Valdez, Richardo Chavez, and Myrtle Grider. Mrs. Dan Hanks is the Class sponsor. Della Jean Bridges is the valedictorian of the class.

Other events scheduled during the final week of school include a style show by the Home Economics Department, presented yesterday afternoon, Senior Class Day tomorrow, May 9, and the Baccalaureate services in the High School Auditorium Sunday May the 4th at 8 P. M. The Rev. W. S. Walthall will preach the [illegible].

Recruiting reporters from the local area, Clyde Baker (Valley Appliance Co.) successfully launched his own paper.

*Dealer Joins the Fourth Estate:*

# When There's No Local Paper To Advertise In, Valley Appliance Starts Its Own

ANTHONY, N. M.—Just because the Rio Grande valley along the border between New Mexico and Texas had no local newspaper in which to advertise his appliances, Clyde D. Baker, owner of the Valley Appliance Co. here, was not discouraged.

He started his own newspaper, the *Valley News*.

The paper, originally distributed free twice monthly, received such an enthusiastic response from the community that Mr. Baker is now selling subscriptions and has opened its columns to advertising by other local merchants.

Mr. Baker tells his own story:

"I have been in the appliance business for the past 10 years and became the owner of this store about the first of the year (1947).

"It was evident that we had a good trade area, but practically no medium of local advertising. Furthermore, there was no paper giving the residents of our trade territory any local news.

"The El Paso papers (we are only 20 miles from El Paso) formerly printed the upper valley news weekly, but they had discontinued this practice.

"Harry Rishaberger, who writes our column 'Here and There,' formerly wrote the upper valley news for the El Paso *Times*. The other reporters from the various communities are mostly high school girls recommended by the journalism teacher.

"We started with a very small sheet and a gratis mailing list of about 1,700. We have endeavored to reach every home in this area served by our local telephone exchange and electric company.

"The paper met with such enthusiastic acceptance that we have gotten up nerve enough to ask for subscriptions and have increased the size of the paper in order that we may accept a limited amount of advertising.

"We will soon pass the 500 mark on subscribers, but will continue to send copies to our entire mailing list until we feel that we have an adequate number of subscribers.

"We expect to start a campaign for subscriptions soon. So far, nearly all subscriptions have been voluntarily mailed in.

"Our business will average about $10,000 monthly and it costs us about $200 to publish two issues of our paper. Of course, our subscriptions and advertising will cut this down considerably.

"On July 17, we entertained our subscribers with a showing of 'Frozen Freshness' in color, a Frigidaire film on the preparation and serving of frozen foods.

"Over 100 accepted our invitation. After the showing, we served punch, frozen sandwiches, and cookies."

The *Valley News*, edited by W. H. "Bill" Baker, office manager of Valley Appliance Co., first saw the light of day on Jan. 28, 1947. It was a four page, four column, 9 in. by 12 in. paper carrying community news items interspersed with fillers promoting the various appliances sold at the store.

Later, display advertisements on separate appliances were inserted.

When the paper was six months old, it was enlarged to five columns in a 11½ in. by 17½ in. format. Plans to accept advertising and to solicit subscriptions were announced.

The news columns by this time had expanded their scope to include agricultural and state news that affected the community, sports news, and a "swap column." Besides the editorial matter, the paper also published a number of pictures.

In the issue following the announcement that advertising would be accepted, six other local businesses bought space.

## Acklin Stamping Promotes Williams to Sales Head

TOLEDO — Wilfred Williams has been promoted from assistant sales manager to sales manager of the Acklin Stamping Co. here, F. C. Greenhill, president, has announced.

W. Williams

In his new position, Mr. Williams assumes responsibility for the firm's eight district offices, located in Buffalo, Cleveland, Cincinnati, Chicago, Indianapolis, Lansing, Milwaukee, and New York City.

The firm manufactures pressed metal parts and assemblies for refrigerators, washing machines, other household appliances, agricultural equipment, and for the automotive industry.

Mr. Williams joined Acklin after graduation from Toledo university in 1931. He left Acklin in 1934 to complete work for his mechanical engineering degree at the University of Michigan.

Graduating from the University of Michigan in 1936, he went to work for the AC Spark Plug division of General Motors Corp. In 1937, however, he returned to Acklin and soon became a sales engineer. He was promoted to assistant sales manager in 1943.

He is associated with the American Society of Refrigerating Engineers.


Dealers-Distributors...

Here's the way to Bridge the Gap between COMMERCIAL and DOMESTIC Sales

SELL NEW FIELDS... OPEN NEW OUTLETS... INCREASE YOUR PROFITS...

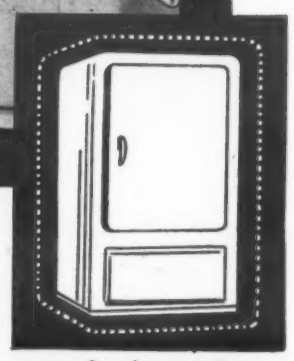
SELL THE SENSATIONAL NEW JORDON 14/6 REFRIGERATOR

14 Cu. Ft. Standard Refrigeration

6 Cu. Ft. Freezer-Locker

Only ONE CONDENSING UNIT ONE SIMPLE CONTROL

OUTSIDE DIMENSIONS ONLY SLIGHTLY LARGER THAN HOUSEHOLD REFRIGERATOR



WRITE-WIRE-PHONE

Cash in on our National Advertising!

The JORDON 14/6 is keyed for fast action and plenty of it. Test campaigns before national release showed a waiting, eager, volume market for this ideal size and combination of features—freezing, locker, ice-making and normal temperature. This unit cuts right across every market—*your* market! Specifications are JORDON'S finest: All-welded steel construction. Hi-Baked white exterior. High-polish stainless steel interior. Adjustable shelves. Automatic light. Visible temperature indicator and safety control. Sound quality plus sales punch—and PRICED RIGHT because of our volume production facilities. Better move fast to nail your territory! Immediate delivery.

JORDON Makes a COMPLETE LINE — Display, Frozen Foods, Reach-ins, Walk-ins, Beverage Coolers, Home and Farm Freezers.

Jordon

AMERICA'S MODERN COMMERCIAL LINE

JORDON REFRIGERATOR CO.

Sales Division

235 N. BROAD. STREET, PHILADELPHIA 7, PENNA.

PLANT: PHILA., PA. CABLE: "JORDONREF" LOcust 7-2913

ACE ICE CREAM CABINET CORPORATION ACE NEW YORK 60, N.Y.

MANUFACTURERS OF

Ice Cream Cabinets

Farm and Home Freezers

Frozen Food Display Cabinets

Soda Fountains and Bob Tails.

# INSIDE DOPE

by GEORGE F. TAUBENECK

*(Concluded from Page 1, Column 1)*

from Port Huron, Mich. to Mackinac Island, the blue yawl Escapade this summer pulled into Mackinac Harbor a scant 950 yards ahead of her closest rival.

Yes, you've guessed it. Ted Coggin was the master-mind member of the crew.

Escapade, after a battle with two other fast yachts over the entire length of the 243-mile course across Lake Huron, finally nosed ahead of her spirited rivals only four miles from her goal. Once out in front, she was never passed.

And yet, Escapade did not win. Even though she was the first boat to cross the finish line, a previously arranged handicap permitted the yacht Spookie, which came in three hours and 36 minutes later, to carry off the honors. Spookie, incidentally, won the Chicago to Mackinac race last year.

The struggle to reach Mackinac Island first, however, was waged between Escapade, the speedy Royono III, and Nyala, which had broken the course record the previous year.

A field of 51 yachts, the largest number to compete in the 23-year history of the event, started out slowly from the lower tip of Lake Huron on a Saturday afternoon, aided only by a slight breeze from the east.

During the night, however, the wind shifted to the south. This gave the yachts a chance to hoist sail and skim northward at a good clip.

Sunday's dawning found Nyala out front with a two-mile lead over Royono. Royono, in turn, enjoyed the same advantage over Escapade. The latter two boats hoisted more sail than the front-runner and gradually closed the gap.

At 11 a.m., Royono passed Nyala to seize the lead. Escapade was only a mile behind. By late afternoon, Royono had stretched her lead to 2½ miles.

Then the crew saw an opening. As the yachts passed Presque Isle that evening, Escapade swung close to shore and gained a lot of yardage.

Just as the yachts changed course from north to northwest, in order to follow the curve of the lake, they ran into a series of three squalls, during which the wind shifted from the south to the northeast.

Both Nyala and Escapade tacked to advantage at this point. They passed Royono almost simultaneously.

When the boats passed Bois Blanc Island in the wee hours of the morning, Escapade smelled out a slight breeze. Gradually she moved past Nyala, and beat the latter sloop to the finish line by 3½ minutes.

This race was Escapade's first attempt at fresh water competition. Thanks to a smart crew, she turned in her best performance to date in a major yacht race.

Built in 1938, she had participated in several ocean races before her purchase by a Detroit group of yachting enthusiasts in Palm Beach, Fla. Escapade was brought to Detroit only a month before the Mackinac classic.

### *International Note*

Paul Boyriven, French race horse owner, has traded his French Derby winning race-horse, to an English breeding syndicate in return for refrigerator parts.

Boyriven explained that refrigeration construction in France was being held up by a shortage of spare parts available only in England and the United States.

### *Men! Break Your Chains!*

Having grown up in a small town where everybody was known by his first name, and where nobody could fool anyone else by the way he dressed, "Dope" is continually amazed at the Male Animal's slavery to summer clothes fashions in the cities.

Down in Marshall, Illinois, all boys wiggled their toes in a delighted shoeless freedom from May until October. And in hot, humid July and August, even the President of the Marshall State Bank and the pastor of the Methodist Church took off their coats and rolled up their sleeves. No male ever wore a necktie during the hot summer months—unless he was a funeral pallbearer.

It was quite a shock, when we exchanged the green pastures for the hot pavements, to learn that men were frowned upon in the Big Cities unless they struggled and perspired all through the summer wearing a hot coat, choking collar, and a stifling tie.

Women can wear a two-ounce dress (sleeveless, low-cut in front, and lower-cut in back) and be both stylish and comfortable. But if their male escort so much as unsnaps a cuff-link, organized womanhood (aided and abetted by hermaphrodite headwaiters) cow him back into heat-slavery.

Men, how much longer are we going to stand for this?

General MacArthur struck a blow for the Freedom of Male Slaves when he accepted the surrender of Japan aboard the *U.S.S. Missouri.* MacArthur and his chief satellites attended this historical event attired in open-collared shirts, and *no stifling coats or neckties.* They looked handsome and masterful, too, in the pictures.

Recently, prominent health authorities have joined our crusade. For instance:

Dr. Bruce H. Douglas, health commissioner of the city of Detroit, recently issued the following public statement:

"That collar and tie you're wearing is stopping the return circulation from your head, giving you a headache, causing congestion, and making you feel hotter than even the weather warrants.

"Looser clothes allow for greater comfort by permitting the perspiration to evaporate more readily."

There's no possible reason, hygienically, for men to wear suit coats in the summer, Dr. Douglas said. Defy convention and leave them home, he advised.

Starting from the ground up, Dr. Douglas recommends the following summer costume for men:

Light shoes, with good soles to protect the bottom of the feet, but perforated tops.

Short socks, without garters. Light underwear.

Lightweight trousers, and a light shirt with an open collar and short sleeves.

A straw or panama hat. And no hat at all is better yet.

Hooray for Dr. Douglas! May his tribe increase!

### *Doubling In Brass*

Here's a chuckle we found in the morning's mail:

Hartford, Connecticut

Editor:

Readers of "Inside Dope" will get a kick out of the enclosed ad:

BERKSHIRE PLAYHOUSE
Stockbridge, Mass.
Week Beg. Tomorrow Eve.
FLORENCE REED
in "MADEMOISELLE"
AIR COOLED by Jacques Deval
and Grace George

Now there's a hard working couple for you! I'll try to get up to see how they do it—maybe this way is cheaper than using condensing units, coils, valves, etc.—

Joe Simons

### *The Japanese Try Hard To Learn Americanese*

Here are a few of the "go" words and phrases that the Americanized Japanese youngsters will soon be translating, according to an old friend who writes from Tokyo:

"Go blah, go blooey, go bugs, go collegiate, go down swinging, go dry, go Dutch, go for, go haywire, go Hollywood, go jump in the lake, go lay an egg, go milk a duck, go off one's nut, go out on a limb, go over the top, go Rotarian, go the limit, go to bat, go to Chicago, go to heaven in a hand basket, go-to-meeting clothes, go to the dogs, go under, go west, and go without a passport."

And if these multifarious "goes" aren't sufficiently confusing, the Japanese lingual student, while still floundering around among the g's in his new vocabulary, must learn the difference between a girl, a girlie, a Girl Scout, and a "girl for general work"—also a glamour girl.

He is supposed to recognize not only what gin is, but also the significance of "ginned up, gin marriage, and gin mill." In addition, he is asked to understand the English nuances of gent, gentlemen, gentleman-author, gentleman-clerk, gentleman cow, and gentlemiss. And then, perhaps he will venture into the "get" department, where he will encounter these obfuscations:

"Get a move on, get a rise from, get a wiggle on, get back at, get busy, get by, get hep, get in wrong, get next, get off, get on, get one's angora, get-rich-quick, get-rich-quicker, get the bacon, get the bounce, get the breaks, get the floor, get the drop, get the goose, get the mitten, get the needle, get the thumb, get under the stove, and get wise."

If he passes those colloquial tests successfully, he must start all over again to learn the meanings of such "a" words as:

Absobloodylutely, absotively, ack-ack, all-a-hunky, all lit up, American beauty, American Legion, American creed and—believe it or not—American assassin! And then there's an Annie Oakly, along with the obscure ante up, Anti-Volstead, antisepticonscious and anti-clockwise word hazards.

If the adoption of Democracy in feudal Japan calls for bi-lingualism, patience surely is in order.

# If You're Going To Modernize Your Store, Plan Carefully So You Can Increase Sales

The appliance dealer who is planning to modernize his store knows that there are many aspects to the problem, particularly those concerning layout and design. Recently the first annual Store Modernization Show took place in New York City. Among its features were symposiums by architects and other experts. Pertinent points made by the speakers which will interest appliance dealers are presented on this and the following two pages, along with photos and stories of recent modernizations in our industry.

## Customer Comfort Is Major Factor To Consider, Paulson of General Motors Tells Symposium

**By R. L. Paulson, Director of Dealer Building, Design, and Layout, GMC**

In presenting products or merchandise there are four important factors to be considered. These are sometimes referred to as the four A's:

Attraction
Atmosphere
Appearance
Appraisal

In preparing the minds of customers to receive impressions, we likewise believe there are four factors involved. We might refer to these factors as the four double A's:

Avoid Annoyance
Allay Apprehension
Accord Attention
Activate Assuredness

### *Avoid Annoyance*

People come to stores for the purpose of observing, comparing, and buying merchandise. Any object or activity that distracts attention from the merchandise is an annoyance. Annoyance can be of a type that causes customers to divert their attention from the merchandise to their own physical comfort and safety. Or it can be of a type where objects not on sale attract attention to themselves and away from the salable products.

In modernization it is important to consider whether fixtures or treatments diffuse or focus customer interest.

### *Allay Apprehension*

The first process in reasoning is apprehension. In entering into a new situation, people are alert to anything which might be unfavorable to their interests. People tend to avoid situations which might become complicated, uncertain, or embarrassing. In modernizing it is important to simplify the customer's approach to the selling situation.

In selling areas it is advisable to provide guides to customer conduct. Objects or activities that might create wrong first impressions should be removed or screened from view.

### *Accord Attention*

People can be favorably impressed by equipment or activities that are provided for their comfort and convenience even though the facilities are not directly connected with the presentation or sale of specific articles. Modernization should include supplying those facilities which promote human comfort. Such amenities are a subtle compliment to the customer and indicative of management's regard for them.

### *Activate Assuredness*

Buyers can hardly be regarded as customers until they form the habit of satisfying their needs through a certain firm because they have found conditions that entitle them to act on their own judgment. Store fixtures that assist customers in evaluating merchandise and determining prices without personal assistance are potent factors in developing a sense of assuredness.

Customer comfort is an important pre-requisite in many phases of new and used car selling—for example:

In the new car showroom it is necessary to place cars near the window for good display to passing traffic, and in used car selling cars are often displayed on open lots. Exposure to the sun can raise the inside temperature of cars to 125° or more. Customers entering such cars are immediately induced to transfer their interest from the car to conditions more immediately affecting their personal comfort. Modernization, through the use of air conditioning, blind, awnings, or other devices, can avoid this annoyance.

Displaying cars in rooms or areas that are not well appointed or maintained can arouse apprehensions that the cars may not be adequately conditioned.

In salesrooms that are used for concluding sales and arranging credit, dealers can demonstrate their attentiveness by providing ceiling-high partitions that afford full privacy.

## *Owners Consider This the 'Last Word'*

* * *

YOUNGSTOWN, Ohio—As part of its several million dollar expansion program, the Strouss-Hirshberg Co. has recently completed and opened its South Side Appliance store at 2612 Market St. here.

Considered by its owners to be the last word in modern construction, the new building features a stainless steel marquee with hidden floodlights pointed toward the interior of the store, slanting 12-ft. plate glass windows to minimize reflections, electric plug sockets spaced 30 in. apart and concealed beneath the terrazzo floor, and an auditorium that will seat 140 persons.

The building has a 64-ft. frontage and 6,200 sq. ft. of display space. The showroom has a height of 21 ft.

Outer facade of the structure, above the windows, is beige ceramic tile. Interior walls are done in two-tone coloring, the lower half dark gray and the upper half peach.

A plywood canopy painted dark gray on top and bottom, divides the two wall colors. Its 9-in. valance is done in burnt orange.

The auditorium occupies a second floor located to the rear of the building. It is equipped with a complete kitchen for demonstrations on food preparation.

It will be made available to clubs, churches, and other organizations for meetings, according to J. A. Bennett, in charge of sales for the store. Two home economists will give demonstrations, conduct classes, and act as hostesses, he said.

The store interior is lit with cold cathode lighting.

Parking space for 75 cars is provided at the rear of the building. For the convenience of persons employed during the day and out of town shoppers, the store will remain open evenings until 9 p.m.

Other store executives are Lee H. Schwartz, buyer and merchandise manager, and Frank Stiritz, manager of the home service station. Eight sales persons are employed.

## 'Entire Store Interior Should Be Stage Setting'

**By Francis X. Gina, A.I.A.**

Self-service in stores is slowly insinuating itself more and more. Many stores have abandoned the selling over-the-counter plan. Customers prefer to see everything and not feel that they are missing out on something. Manufacturers are packaging their goods for appeal and easy recognition. The supermarket has no trouble in ridding the shelves of its wares.

Frozen foods pre-packaged and stocked in an open refrigerator prove no barrier for the customer to sell himself. Customers insist upon handling merchandise and are more easily sold when they can do so. In a five and dime store most notion counters are used to store and display their varied items. Shoppers in these stores are encouraged to pick over merchandise and sales are conducted mainly on a self-service basis.

For a long time stores have mainly relied on displaying their wares effectively in show windows to attract customers. They have used the techniques of the theater for this purpose. Today the entire store interior should be a stage setting. Action is provided by variety in displays, walls, color, and textures.

Someday the camera will come out of the auditorium and flash in Kodachrome various scenes and advertisements on strategic walls making selection easier for the shopper. The ideal store may then be run like an Automat. There will be a minimum of storage and sales fixtures. The entire interior will be a stage with a maximum of display. Merchandise will be televised into the home. Shopping will be only by phone. But, before all this happens human characteristics and habits must change radically.


DISTRICT MANAGERS WANTED

The newest entry in the vacuum cleaner field requires several district managers, experienced in the appliance industry, for such important territories as Chicago, Kansas City, San Francisco, Dallas, Atlanta and Cleveland. Base salary will be increased with override, when territories are established and developed.

The product is outstanding in its field, will be sold as a major appliance through leading appliance distributors. Approximately one-third of the country has been franchised in the last 30 days. It will be backed by one of the most aggressive advertising, sales promotion and publicity programs in the industry.

The Lewyt Corporation has been engaged in manufacturing since 1888, and has top financial rating.

Inquiries will be held confidential. Preliminary negotiations will be conducted by mail only. Please give experience, age, education and salary desired—with photo, if possible—in first letter.

Address: **Walter J. Daily**
Manager, Vacuum Cleaner Division
**LEWYT CORPORATION**
60 Broadway
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Assure your LEADERSHIP with . . .

IDEAL Speed-Freeze PRODUCTS

IDEAL "Speed-Freeze" BEVERAGE COOLER

For those who want the best in beverage coolers, this new 8 ft., self contained, under bar plug-in type with 28½ case capacity. Beautifully designed with a corrosion-proof stainless steel slide top . . . this beverage cooler lives up to the long-established IDEAL reputation for unmatched quality.

IDEAL "Speed-Freeze" DRAFT BEER COOLER

The patented, unmatched performance of this Draft Beer Cooler is nothing short of sensational. No matter how warm the beer is upon delivery you may draw it *instantly* . . . and draw it right . . . at any temperature you desire! Its refrigerated faucets, foam control and flusher make it a favorite with customers, breweries and beer distributors. Available in 2 and 3 half barrel capacities, self contained or remote. Fits under any standard bar.

PROVED BY PERFORMANCE

Manufactured to the highest quality standards, IDEAL "Speed-Freeze" products satisfy the most exacting buyers! Designed and engineered by specialists with a long-established record in the beverage cooling field, IDEAL "Speed-Freeze" coolers provide the maximum in operating efficiency and years of outstanding service. For available distributorships, write us today.

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## Dealer Should Select Reputable Architect; Then Check Plans & Maintenance Needed for Materials

By G. A. Schwartz

In selecting your architect to interpret and improve on your ideas, examine his qualifications carefully. Reputable men welcome investigation, and will cooperate fully in providing names of previous clients. Inspect a few of their completed jobs yourself, and get the owner's comments.

The qualified architect finally selected will then discuss your problems with you, make a careful analysis of your contemplated operation, and prepare preliminary sketches for estimating purposes based on your proposed expenditure. Just as you must cooperate with your doctor if he is to help you, you must also cooperate with your architect. Do not expect him to know more about your business than you do.

While you are not expected to be able to understand complicated construction plans and specifications, you should make it your business to study carefully and understand the simplified preliminary drawings. If anything is not clear to you, ask for further information. No one has a monopoly on brains. Changes in the blue print stage cost nothing—later they may cause considerable difficulty.

Your architect is in the best position to advise you regarding the final selection of materials used. Discuss with him the maintenance of the materials selected to avoid future disappointment. We have all learned at one time or another through sad personal experience how the minutest gravy spot on the vest attracts more attention than the spotless dinner jacket.

Unless you can maintain properly your completed installation, it will depreciate rapidly. Before making final commitments for recently developed materials, check with the manufacturers and with people who have had them in use for reasonable periods. Your operating budget may not permit an elaborate or expensive maintenance program required by the use of certain delicate materials.

In closing, I would like to list briefly these cautions to help you avoid some of the errors made in the past:

1. Check the modernization jobs of competitive concerns.
2. When you have made a definite plan, select a competent architect.
3. Investigate the maintenance requirements of the materials contemplated.
4. Before signing any contracts, check, double-check, and triple-check to make sure you understand fully what they contain.

## 'No One Can Go Wrong In Selecting Glass For Entrance Doors'

By John Mattews Hatton, Architect

For the entrance doors no one can go wrong in specifying the well-known makes of non-shatterable glass. I know of no design as abstract and beautiful as these doors. They also constitute an additional show window at no additional expense.

There are many types of recessed ceiling fixtures and cove lighting installations, all aiming at a common factor—the brilliant illumination of the merchandise by concealed sources of light which eliminate as far as possible, direct glare. The perfect fixture has yet to be offered, but I am sure that one day direct light will radiate like heat, or air conditioning waves.

Concealed continuous strips in hanging cases and display recesses offer no great problem, but they do throw off considerable reflected light from the merchandise onto the floor and this creates a pleasant effect which gives an intimate atmosphere to the immediate shopping area.

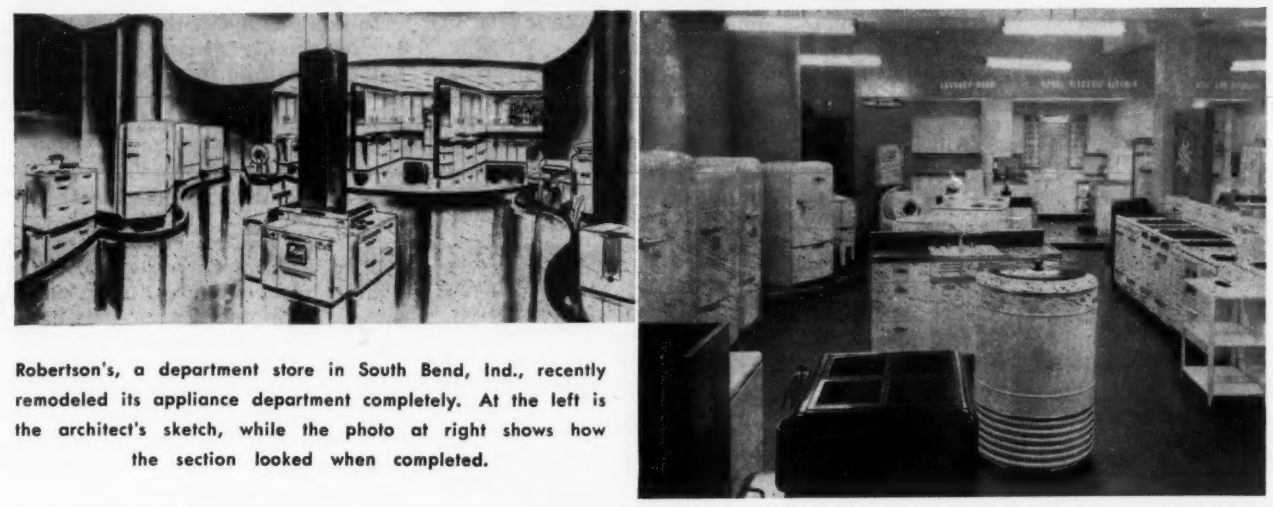
I have a theory that the walls above the fixtures should be lightly bathed with light and that the ceiling should be dark in color, so that it is not noticeable. The walls, on the other hand, are important backgrounds and they define the area of the store. With the brightest light on the merchandise, the line of greatest interest is at eye level and below.

The new plastic upholstery materials, such as Avetrim, Naugahide, and Koroseal are used for a wall finish in airplanes and I am sure that they would make a very beautiful and durable wall finish in stores. The material is stretched and held in place by snap-on metal strips. It can be washed. It can be made in any color, and it is fire-resisting. I shall speak of this material for another use later.

For most merchandising today, light-colored fixtures are desirable. The old dark finished walnut and mahogany were so dour that any display would be killed, or toned down. In many instances, the backs of fixtures were dark, and, of course, this absorbed most of the light without giving any zest to the display such as our modern dark pastel paint colors do.

The bleached hard woods are very handsome, and yet are unobstrusive. Public acceptance is general. The natural wood colors are always interesting and gay, and they harmonize with all the modern colors. However, show case frames and parts that will receive wear and tear should receive a very strong finish.

## Dept. Store Goes All Out In New Appliance Section



Robertson's, a department store in South Bend, Ind., recently remodeled its appliance department completely. At the left is the architect's sketch, while the photo at right shows how the section looked when completed.

## Store Fronts Should Provide Space To Permit Comfortable Window Shopping, Says Architect

By Morris Ketchum, Jr., A.I.A.

Entrance fronts must always be planned for moving crowds. There must be room enough along the store front for comfortable window shopping conditions and an easy transition between street front displays and interior sales space. Intelligent planning is vitally necessary in order to turn the visual appeal of signs and displays into effective pull-in power.

At this point the three-dimensional

*(Concluded on next page)*

## Commercial Dealer In New Building

Well lighted showrooms mark the new premises of Harry Koch, Inc., General Electric outlet in Stockton, Calif.

* * *

STOCKTON, Calif.— A gala celebration marked the recent opening of the new Harry Koch, Inc. building here at 742 East Charter Way. A General Electric dealer for over 10 years, Harry Koch is credited with many of the major commercial refrigeration and air conditioning installations in Stockton hotels and office buildings.

The new building boasts an ultra-modern streamlined 41-ft. front with wide, non-reflecting show windows. The front 60 ft. of the 110-ft. building is dedicated to display space and showrooms.

The well-lighted showrooms feature a grouping arrangement of similar equipment in four parallel rows. The center aisle is wide and clear, facilitating access to the offices and shops. Heavy equipment and boxes are aligned against the side walls while the cabinets, meat cases, ice cream boxes and bubblers are in orderly rows about 10 ft. out from the walls.

A striking example of good showmanship is the 10-ton General Electric air conditioning unit, located in a rear corner of the display room, which acts as a "live demonstrator" of the product since it is used to air condition and heat the premises.

Hidden from public view, but vital to the business is a well-equipped shop and storeroom in the rear. Any type of installation can be handled as major designing and engineering is accomplished in cooperation with facilities extended by General Air Conditioning & Heating Co., Inc., Oakland.

Designated a "master dealer," Mr. Koch carries the full General Electric line in air conditioning, heating, and commercial refrigeration equipment. As a dealer for General Air Conditioning, he also handles the United Refrigeration, McRae, Fleetwood, and Biltwell lines.

A veteran of 16 years in the industry, Mr. Koch first became interested in refrigeration when he was serving in the peacetime Navy. Now a member of the Refrigeration Contractor's Association of Northern California, he is an acknowledged authority in this section.

Assisting him is Carl Hershberger, vice president, who has been with the firm for a year and a half after war services as a naval officer. Prior to the war, Mr. Hershberger was a district representative for Kelvinator in the Pacific Northwest and Midwest.

Koch, Inc. covers a large semi-rural area using two service trucks and a service car. At present seven servicemen and salesmen are employed by the firm, but Mr. Koch plans to build an aggressive sales organization and devote some attention to the needs of the food-packing industry centered in this area.

Leads the FIELD with
MORE SALES
MORE PROFIT
MORE FEATURES
ULTRA COLD
ALWAYS A WINNER
Another ULTRA-COLD entry that is sure to be a top money winner
Adding three more refrigeration units to ULTRA-COLD'S string of thoroughbreds, offers top-notch sales appeal. Only ULTRA-COLD can offer you 30 units to choose from... a model and design for all commercial, farm and home freezer use.
Take a tip from past performance, and handle the winning ULTRA-COLD line.
Dealerships in choice territories now available.
"WHERE QUALITY IS MORE THAN A WORD"
ULTRA-COLD
122 DBL
122 STL
112 DBL
CARL-CRAFT COMPANY
2615 EXPOSITION PLACE
LOS ANGELES 16, CALIFORNIA

## Recessed Store Fronts--

*(Concluded from preceding page)*

advantages of store front advertising comes into their own. Display space in depth is just as important as display frontage in width. Sidewalk traffic counts show that window shoppers often avoid building line show windows because of jostling crowds.

The time has passed when every storekeeper felt that economy of space compelled him to squeeze his store front against the property line. Instead, store entrance fronts are now planned with space for outside traffic.

Traffic aisles are just as necessary on the store front as they are on the sales floor. Window shoppers are always on the move. They should be given plenty of elbow room as they are drawn to the entrance door by an attractive line of merchandise displays.

One easy way to accomplish this is to pull the sidewalk itself into the store as a *store front lobby*. Such lobbies, sometimes called arcades, make the transition from street to sales area a painless one. At the same time, they merge the display values of the interior with those at the store front and help to turn window shoppers into store shoppers.

Where available store area does not permit a full-fledged store front lobby, it is usually advisable to at least allow some elbow room for window shoppers along the store front. This can be done by recessing all or part of the front about 2 ft. or 3 ft. back from the building line. The consequent loss in interior sales floor area inside will be more than compensated for by the added pulling power of the entrance front.

## Better Display Provided By 'Open-Faced' Front

**By Jose Fernandez, A.I.A.**

What is an "open-faced" front? It is a front where the entire store interior is visible to the passerby. This type of front allows for better display. The interior of the store being revealed, arouses more interest in the passerby. The store appears brighter, more gay, by the admission of daylight. At night the entire interior is seen in a brilliant, inviting state, but of course, the interior must be a complement of the front and vice versa.

A store where an open front has been built, and where the interior has not been studied in relation to the front and where the showcases, illumination, etc. are obsolete, can be compared to a man in evening clothes wearing a pair of tan sport shoes.

In the open front additional problems are presented to the designer, as lighting for the exterior as well as the interior must be studied both in regards to day and night illumination. Construction becomes also more complicated and detail is of supreme importance.

In the open-faced design, there is no dividing line or barrier between the front and the interior. Using plate glass and tempered glass doors (Herculite or Tuflex) extensively, the *entire store* rather than just the show windows becomes a medium for display or advertising.

The tempered glass door revolutionized, in a way, modern store front design. In the traditional "closed-type," the window had a "stationary" quality. In the open front, the whole front becomes alive with the activity in the store.

The character of the front is naturally denoted by the type of merchandise sold. The store front has three functions to perform:

(1) Displaying merchandise.
(2) Advertising the store.
(3) Acting as an entrance to the store front proper.

Large items like furniture, household goods, radios, mannequins, etc., are displayed closer to the ground and the "bulkheads" or that part below the window floor that meets the vestibule floor, are usually very low (from 6 in. to 10 in.) and very often discarded completely, in which case the vestibule floor and the show window floor are on the same plane.

## Tilting, Lighting Help Eliminate Reflections

**By E. A. Lundberg, A.I.A.**

One of the problems with large display windows is that of reflections. These can be annoying at times and especially if care is not used in giving consideration to location. Tilting of display windows can do much to eliminate these reflections in some instances and in others it may make them worse.

When tilting is done, the bottom of the window is usually tilted in so that the reflection is that of the street, rather than the brightly lighted store on the opposite side. The best procedure is to use light, pastel shades inside the store for wall surfaces and fixtures because they, when well lighted, will reduce these reflections of out-of-doors to a minimum.

Other helps are light-colored floor coverings and dark sidewalks. Even the beveling of the windows at an angle in plan assists because it may reflect a more distant spot not so noticeably bright.

Lighting these colored surfaces and materials is extremely important because it can make them vivid or dull. A good rule of thumb to remember in this respect is that cold light (like some fluorescent and daylight) goes well with cold color (such as blue) and warm light (such as filament and pink and gold) goes well with warm colors (such as yellow and red).

In conjunction with this flexibility, in the smaller stores the off-center entrance can do much. It makes the store appear wider by its proportions alone in that one display window becomes more horizontal and it allows for at least two different types of display arrangements should such be desired.

This off-center entrance type of design, too, provides for more freedom in plan and permits an expression of our method of buying. It allows for irregular and interesting plan arrangements to dramatize and make the merchandise more appealing which is so necessary for the selective buying trend we are now experiencing.

## Creation of 'Atmosphere' Is Important Function Of Store Lighting

**By Stanley McCandless, Associate Professor of Lighting, Yale University**

Light's first function is to provide *visibility*. With artificial light, although far less powerful than the sun, it is still possible to select. Visibility is a product of brightness (illumination times reflection), color, size, contrast, and time for study.

Above a certain minimum level of illumination for various purposes (three foot-candles for circulation, 10 for reading, etc.), contrast and size, for example, are far more important than amount. Camouflage used this principle in reverse.

*Comfort* and ease of seeing can be provided by artificial light (and vice versa) greater than natural light. At least as long as we must have artificial light in most structures, we should know that we benefit by a certain range of brightness in the line of vision.

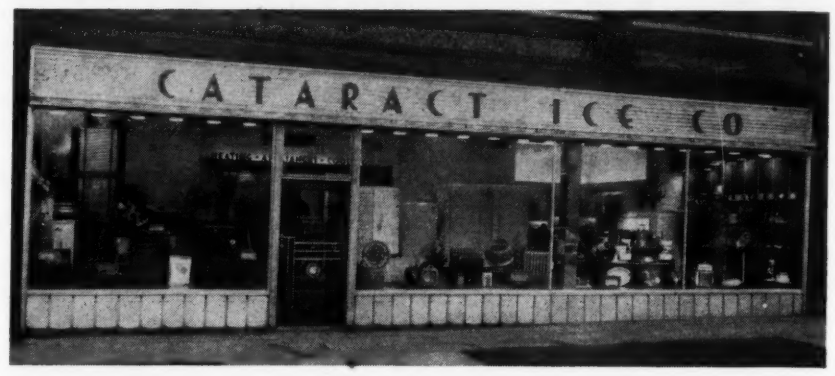
Tints of color promote vision more than strong color except where contrasts are concerned. Glare and brightness in the line of vision cause discomfort and cut down effective vision of the important item. Lighting fixtures should be inconspicuous.

*Composition* is a selective process that is more possible with artificial light than any other medium. Accent to call attention, direction to emphasize form and texture, color to enhance appearance and to give tonal wash. All this and more, in terms of variety, are possible with light under control.

But most important of all, light can create *atmosphere*. High intensity, for jewelry, candies, and busy lunch counters; warm or cool colors, according to the season, affect the customers almost as much as the air conditioning; accent on the merchandise but don't forget that soft dramatic lighting of a specialty shop is not for the "five and ten."

In the old days lighting had to be done with exposed fixtures. Today, thanks to better light sources, light can be distributed from concealed fixtures, or better, instruments, to give a designed lighting effect. This costs money but so does the automobile compared to the horse and buggy.

## *Wide Display Front Marks New 'Center'*




* * *

NIAGARA FALLS, N. Y.—Continuing more than 60 years of heating and cooling service to the Niagara Frontier, the Cataract Ice Co. has established what is believed to be the most complete heating, cooling, and appliance center in western New York.

Features of the center are a model laundry and kitchen, a modern soundproof radio room and other appliance displays, arranged to show the public how the new equipment will look and function in the home.

A large service department is also featured at the center. O. F. Furrow is service and installation manager.

Jack Messersmith is commercial manager in charge of restaurant and store equipment and is a veteran heating and air conditioning sales engineer.

Miss Irene Meyer is in charge of the new Consumer Service Department which includes kitchen planning and appliance sales.

Founded Dec. 29, 1886, the Cataract Ice Co. is now headed by William J. Williamson, who succeeded John T. Williamson in 1937.

* * *

Both the outside (see top cut) and the inside of Cataract Ice Co.'s new appliance center offer an attractive setting.

## Store Front Should Attract, Hold, and Encourage Consumer To Buy the Product, Says Architect

**By Charles S. Telchin, Architect**

After discussing all these questions with the client, and arriving at definite conclusions, the architect is ready to design the store front. Now a store front should be designed like a good advertisement. First, it should *attract* the consumer's attention; then it should *hold* his attention; and thirdly, it should *encourage* him to buy the product.

Your new store front should give an impression of ease and friendliness, together with the sense of quality and stability. It cannot be designed separately from the interior, as in the past, but becomes one unit with the interior design.

The current trend in store design is to set back the show window from the building face anywhere from 12 in. to 5 ft. This practical arrangement often eliminates the need of an awning, as the setback at the vestibule ceiling serves as a sun protector.

The overall impression of your new store front owes its success to many component parts, such as proper architectural design, substantial materials, good lighting, and an attractive color scheme. The entrance arrangements with its inviting show window displays are equally important.

In this respect the use of individual displays are preferable to continuous show windows. The "open front" or "visual-type" design has already proven its value. It offers an uninterrupted view of the entire interior and is of particular advantage to the store that measures a frontage of from 18 to 20 ft.

The vestibule should be as large as possible, so that the customer is able to inspect the displays leisurely.


1ST *in line at thirst time*

OASIS
ELECTRIC WATER COOLERS

—and first in line with features that win approval from every water cooler user. OASIS Electric Water Coolers are made in a complete range of portable bottle and pipe-connected pressure models for every need. Extra "lowside" efficiency, easy dial-type bubbler action, generous storage capacity and rugged, compact beauty are among the many OASIS advantages developed by EBCO during their 20 years of water cooler leadership. Write for complete details.

*EBCO glass fillers also available.*

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EYE CATCHER

Outstanding in the display case field, the SHERER Model 500 offers food merchants—

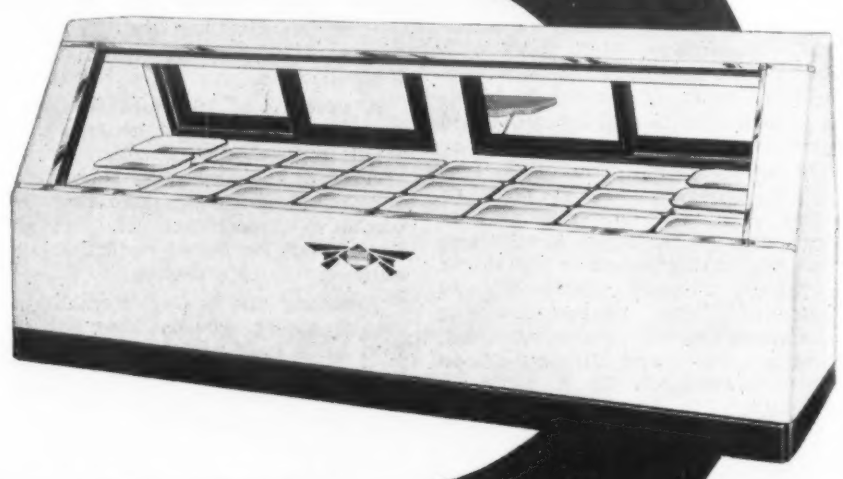
WORKABILITY—easy to work out of

VISIBILITY—customer sees all the display.

CAPACITY—3 platters deep on one shelf

BEAUTY—gracefully rounded contours

It has everything expected in a good meat case.



SHERER REFRIGERATED MERCHANDISERS

SHERER-GILLETT CO., MARSHALL, MICHIGAN

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ELECTRICALLY

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Redmond TYPE "T" A.C.

MICROMOTORS

TAKE a good look at this sturdy 1/25th horsepower job. Don't miss the husky frame. Check the precision construction of its famous Flush-Weld rotor. Measure off the solid footing provided by large bearings spaced 3½" overall.

You'll find this fine Redmond Micromotor retaining accurate alignment throughout thousands of hours of steady service. It's well suited for tough use on full rated loads.

Here is sound engineering. Redmond Type "T" Micromotors are products of more than 20 years of specialized experience in the building of 20,000,000 low range fractional horsepower motors.

Build your motor-powered products on a sound foundation. If it's a twenty-fifth horsepower you need, check the fine Type "T" Micromotors. Other Redmond A.C. Micromotors are made in sizes from 1/150th up to 1/15th horsepower.

*Redmond production capacity has been increased . . . prompt deliveries can now be offered*

*Composite view of Redmond Plants*

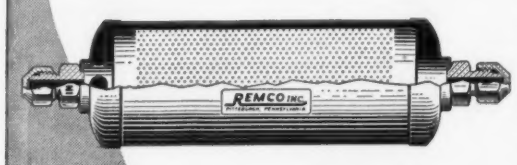
Redmond COMPANY, INC.

Main Offices: Owosso, Michigan, U. S. A.

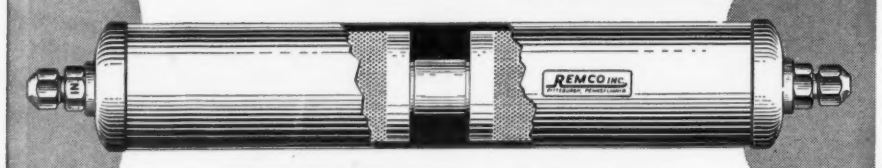
REDMOND

REDMOND FACILITIES INCLUDE 2500 EMPLOYEES AND MORE THAN 5 ACRES FLOOR AREA

**REMCO HEAVY-DUTY "CROSS-FLO" DRIER-FILTERS AND FILTERS**

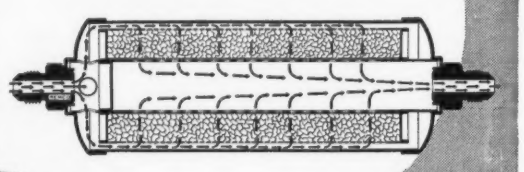


SINGLE CARTRIDGE TYPE — 18 cu. in. silica gel; 34 sq. in. course-filter surface; 14 sq. in. fine-filter surface — 4½ sq. in. effective flow area—sizes ¼", ⅜" and ½" SAE flare. (Also with wool filter element instead of drying agent). Rugged and attractively finished. A truly HEAVY-DUTY commercial Drier-Filter.



TANDEM CARTRIDGE TYPE has double silica gel, filter capacity and flow area for larger, dirtier, wetter jobs. Sizes ⅜", ½", ⅝" and ¾" SAE flare. Supplied with 2 drier-filter cartridges, 2 filter cartridges or combination of 1 drier-filter and 1 filter cartridge. Handles big jobs with capacity to spare.

UNIQUE "CROSS-FLO" DESIGN eliminates roiling, dusting and packing of drying agent, which eliminates pressure drop, clogging, poor refrigerant control performance and expensive call backs—permits installation in liquid line, suction line or between refrigerant control and evaporator.



ASK YOUR WHOLESALER . . . OR WRITE

**REMCO, INC. 49th Street & A.V.R.R. Pittsburgh 1, Pa.**


# Nomographs Employed To Determine Design Conditions

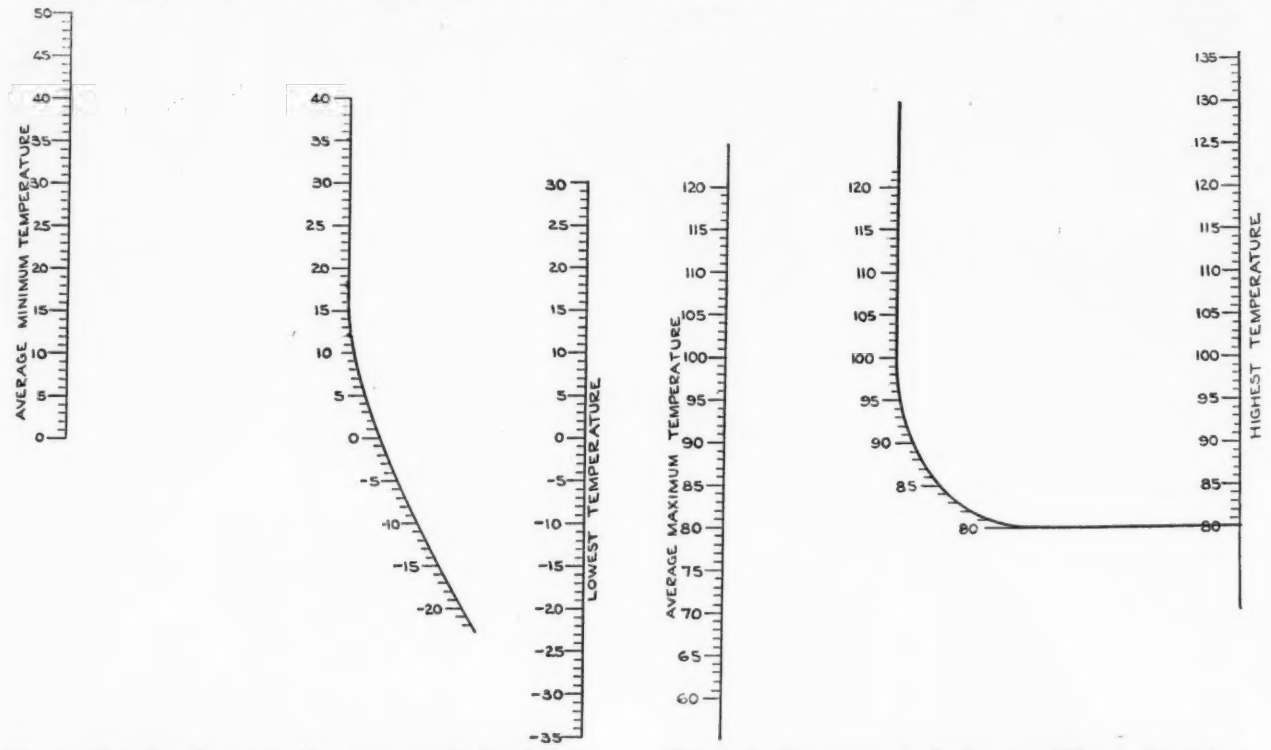



**Fig. 1 (directly above) is the nomograph developed by W. L. Holladay of Drayer-Hanson, Inc. for figuring winter design conditions on the basis of data available from local weather bureau stations.**

**Fig. 2 is for summer design conditions. In using these nomographs a straightedge is placed on the right and left scales at the weather bureau figures. Design temperature is read from the center scale.**

• • •

## Simple Method of Figuring Outside Design Temperatures Developed by D-H Engineer

CORONADO, Calif. — A comparatively simple method of determining outside design conditions for summer cooling or winter heating in localities for which this data has not been calculated and published has been devised by W. L. Holladay, manager of field engineering for Drayer-Hanson, Inc., of Los Angeles.

The method employs temperature data available from the U. S. Weather Bureau which is applied through two nomographs developed by Mr. Holladay, who discussed this "suggested approach" in a paper presented before the semi-annual meeting of the American Society of Heating and Ventilating Engineers here.

Need for some such method became apparent, explained Mr. Holladay, when Drayer-Hanson began preparation of an application manual for its heat pump air conditioner. There is, he said, considerable variation in weather conditions over small areas in the west, and the A.S.H.V.E. Guide gives design conditions for only the major metropolitan areas.

"For a long time it was assumed that a cooling load should be figured on a 15° temperature difference between outside and inside, but the present trend is to adopt fixed inside conditions, which would make it necessary to estimate outside conditions," also pointed out Mr. Holladay.

"Incidentally, the temperature difference is normally used only as a base or starting point in most systems of load calculations; it is corrected for solar load, thermal inertia of the building, etc."

Source of the temperature data employed by Mr. Holladay is the "Climatic Summary of the United States," published by the Weather Bureau in 1930. This includes readings for "nearly every town of any consequence" up to 1930 and in general lists the following temperatures by months: average temperature, average maximum temperature, average minimum temperature, highest temperature, and lowest temperature.

The average temperature is the mean of the highest and lowest daily reading; the average maximum is the average of the highest daily temperatures for a calendar month; the average minimum is the average of the lowest daily temperatures for the month.

"It will be apparent," continues Mr. Holladay, "that the winter design temperature should be somewhere between the average minimum in the coldest month and the lowest. . . .

"The average annual minimum, obtained by averaging the lowest temperatures (one for each year) recorded for the period of years the local weather bureau has been in operation, seems like a reasonable figure to use, and for several years the A.S.H.V.E. Guide implied that this figure might be useful, but it has been deleted from the 1947 edition.

"The median difference between the average annual minimum and the lowest recorded, incidentally, is 17° F. The author believes that any system based at least partially on an average is likely to give more consistent results than one based on one unique reading such as the lowest recorded temperature.

"The average annual minimum is available from each local weather bureau, but is published nationally only for one or two selected cities in each geographical section.

"Why not use a value corresponding to the average annual minimum?" suggests Mr. Holladay. "Does it not seem reasonable that if a heating plant will hold a satisfactory temperature under the coldest condition prevailing in a normal year, that building heat lag, solar heat, and internal heat of several kinds will carry it past the rare conditions which is worse than the average?"

Results of Mr. Holladay's studies are apparent in Fig. 1, which is the nomograph he devised for determining winter design temperatures. (Fig. 2 is the nomograph for summer design temperatures.)

In using the nomograph in Fig. 1 the average minimum temperature and the lowest temperature are obtained from local weather bureau data. A straightedge is placed on the nomograph, its position on the left and right-hand scales corresponding to the weather bureau figures. The point where the straightedge

*(Concluded on next page)*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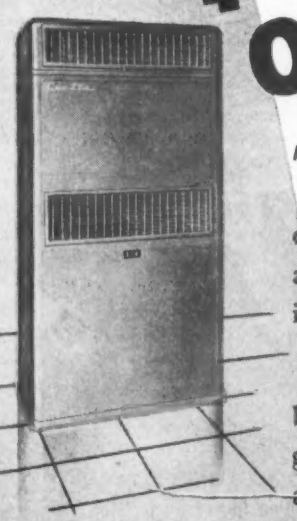

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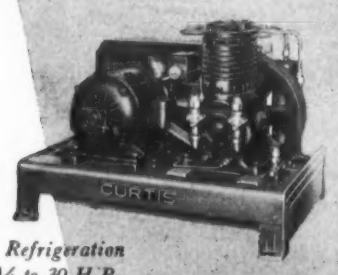

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## 325-Ton Air Conditioning System Will Cool 11-Story Office Bldg. Under Way In Kansas City

KANSAS CITY, Kan. — Complete temperature control through air conditioning is the outstanding feature of the new Brotherhood office building, to be constructed at Eighth St. and State Ave. Ground will be broken immediately for the 11-story concrete and brick structure which will be air conditioned from basement to penthouse.

Carrier Corp. equipment with a capacity of 325 tons per hour will be installed. Also - Carrier "Weathermaster" thermostatic temperature control of each office or group of offices will provide individual regulation of the refrigerating characteristics.

Designed primarily to accommodate professional tenants, as well as businesses of a more general category, the building will be fireproof and have a maximum of window space. Outside exposure will be available to every tenant.

John D. Maultsby & Co., architects, have drawn upon the extensive air conditioning facilities of the Carrier Corp., through the local office of that firm, to provide the office building with the newest and most modern temperature controlling equipment.

From the applications of future tenants which are now being tabulated, final details of the building design are being finished.

## Summer Design--

*(Concluded from preceding page)*

crosses the center scale of the nomograph is the indicated winter design temperature which should be taken as the nearest 5°.

The indicated winter design temperature as obtained from the nomograph comes within 3° of the average annual minimum temperature, which is close enough for practical purposes, according to Mr. Holladay. The latter figures (average annual minimum) is available from local weather bureaus, and Mr. Holladay implies that this figure could be used directly as the winter design temperature if desired.

For obtaining summer design temperatures, Mr. Holladay has employed corresponding figures from the weather bureau and has demonstrated with Fig. 2 (a nomograph for summer design temperatures) that this weather bureau data can be satisfactorily adopted for summer and well as winter use.

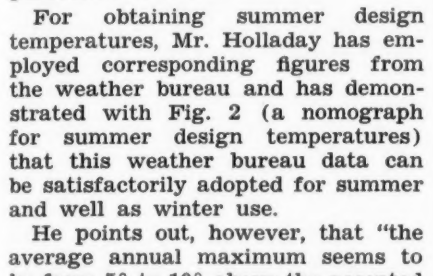
He points out, however, that "the average annual maximum seems to be from 5° to 10° above the accepted summer design figure; the reason it seems too high is that temperatures in most localities show greater day-night variations in the summer than in the winter and the thermal inertia of the building will help carry it past the daytime peak.

"The nomograph shown in Fig. 2 . . . changes from vertical to horizontal at 80° F. or the reason that most comfort air conditioning jobs, at least in the west, are laid out on the basis of an inside dry bulb of 80° F. Since it is not customary in load calculations to take advantage of negative heat flow, the minimum outside dry bulb was established at 80° F. regardless of how low the weather bureau figures were. . . .

"Comparison of recommended design temperatures from the nomograph with those from other sources indicates a correlation sufficiently close that the method can be extended to cities for which none of the authorities have published recommendations."

One important feature lacking in weather bureau data, admits Mr. Holladay, is data on wet bulb readings, which is available from few weather bureau stations. Only a search of existing records will help in this regard, he says.


**REMOTE WATER COOLERS**



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Also available now — cafeteria glass filler coolers, self-contained type bubbler coolers for offices, stores or factories. Write for latest data.

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## *Philadelphia Bank Displays Precipitron In Lobby To Promote Home Modernization Loans*

PHILADELPHIA—The Frist National Bank of Philadelphia has had on exhibit in its lobby a cut-away model of the Westinghouse home model "Precipitron," an electronic air cleaner.

Following a recent trend in this direction, the Philadelphia bank tied the exhibit in with its loan department with a folder creating interest in home modernization and the bank's facilities for financing the project. A hand-out folder on the Precipitron is provided by Westinghouse.

Inspection of the working model, which is a regular unit with cutaway sections, and the inside painted white, is made easy by the use of plexiglass portions in the cabinet. Strategically placed lights aid further in dramatizing the display. A specially constructed background lists its features.

Through the plexiglass front door can be seen the slanted air intake louvres, the ionizing wires that furnish dirt and other foreign matter with a positive charge, and the collector plates to which, according to the manufacturer, 90% of all these charged particles adhere, permitting only clean air to enter the room. Also visible are the power pack and its electronic tubes, and the water spray valve for periodic flushing down of the collector plates.

## Roe & Swartz Join Forces In Air Conditioning Firm

CLERMONT, Fla.—A partnership has been formed here by Charles Roe and George Swartz to deal in the air conditioning, heating, and plumbing field. Offices have been set up in the Roe Appliance Shop.

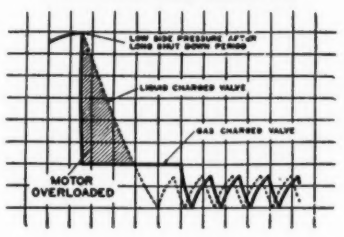
Mr. Roe has had previous training in the air conditioning field at the University of Florida, and has attended Frigidaire electrical schools. Mr. Swartz has been engaged in this work for approximately a year.

**This Precipitron display in the lobby of the First National Bank of Philadelphia attracts bank officials Alex Gunther and J. J. Evans.**

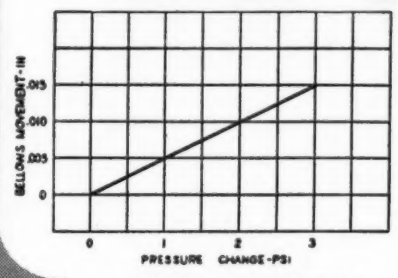

*Let's Analyze Quality—*

**These add up to Perfect Refrigerant Control**

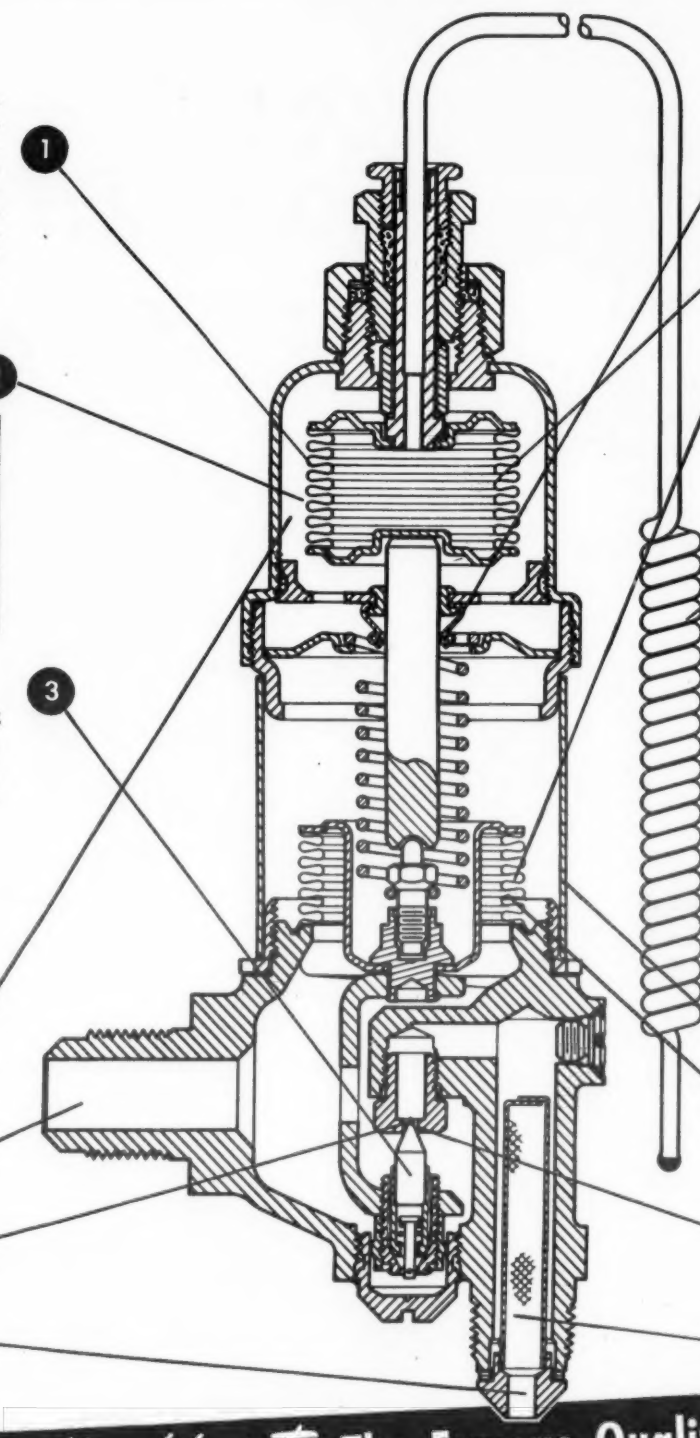
GAS CHARGED FOR MOTOR PROTECTION




BELLOWS FOR WIDE RANGE FLEXIBILITY

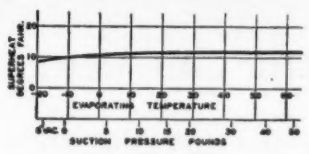



SWIVEL TYPE NEEDLE NO RUBBING—NO LEAKS



4 CONTROLLED FRICTION FOR ANTI-CHATTER

5 BELLOWS SELECTED FOR CONSTANT SUPERHEAT




6 FLEXIBLE COILED FEELER BULB MAY BE SHAPED TO FIT SUCTION LINE

*These* Add up to Flexibility of Installation

7 GAS CHARGED POWER ELEMENTS FOR HIGH AND LOW TEMPERATURE

8 STANDARD OUTLETS AVAILABLE—¼" FPT ⅜" OR ½" S.A.E.

9 STANDARD ORIFICES 3/64"—5/64"—5/32"—7/32"

10 INLET SUITABLE FOR ¼" OR ⅜" LIQUID LINE

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JIMMY HATLO
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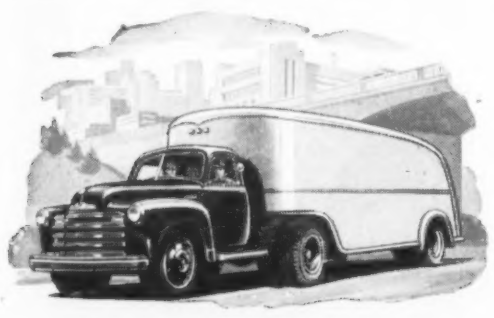

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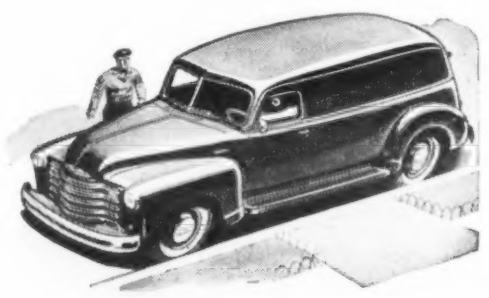

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# The Home Freezer to the Rescue

*(Concluded from Page 1)*

When the electric refrigerator came of age, it was sold to the public on an *economy* basis. "It pays for itself," the manufacturers advertised; and they could prove it.

Well, the same argument can be advanced for the home freezer—doubled in spades. When frozen foods assume their rightful place in the nation's stores and homes, retail food costs can be cut by 30% or more. At the same time, everybody will enjoy a tastier, more nutritious diet—thus contributing to the health and welfare, energy and happiness of the nation as a whole.

Incidentally, when the Age of Frozen Foods arrives, the recurring problem of farm surpluses can be solved. In contrast to Henry Wallace's Ever-Normal Granary, with an Ever-Normal Refrigerator we'll *eat* our surpluses, instead of ploughing them under. This was the dream of the Biblical Joseph of Egypt. (Too bad he had no sub-zero refrigeration systems.)

So much for the broader aspects. Let's get back to John Dealer and the home freezer. Until recently the latter was just another "demand item" which he sold to a waiting list. Somewhat inclined to regard the home freezer as a "flash-in-the-pan," the run-of-the-mine dealer didn't bother to learn much about the home freezer or what it will *do* for the American family.

As soon as he filled all the orders he had on hand, he promptly crossed the freezer off his list and concentrated on his electric refrigerator, range, and automatic washer business (all of which appliances are still in the "urgent demand" stage). If one or two freezers remained "in stock," he ordered no more. It was just too much trouble to learn how to *sell* them.

But what an opportunity this order-taking dealer is missing! Not only can he make handsome profits by *selling* home freezers, but he can endear himself to hundreds of embittered housewives—thus gaining their everlasting good will and paving a road for future appliance sales. When he shows them how to spend less for better eating, they'll love him.

For the home freezer is definitely a money-saver and a budget-cutter. Take the matter of left-overs, for example. Usually the family becomes so tired of left-over turkey or ham that too much of the remainder is fed to the dog or the garbage can. With a home freezer, you can serve left-overs many weeks after the original purchase.

Or take baking. It's easier and cheaper to bake a month's supply of bread and pastries on a single afternoon. Stored in the home freezer, they keep perfectly and can be used at will. This saves both time and money.

Carried a step further, any type of meal can be cooked in quantity more cheaply. Stored in the home freezer, stews, roasts, and vegetables can be withdrawn at will—reheated and served in the time it normally takes Mother to complete her daily call to the grocer.

Buying "institutional size" packages of frozen foods definitely lowers the High Cost of Eating. In addition, it saves Mom's time.

As a matter of fact, a home freezer can save so many hours for Mom each week that she can take a part-time job to augment the family take-home pay. Indubitably a home freezer saves money in two ways: it cuts soaring food costs, and it saves time which can be used profitably.

No home appliance in the memory of the writer—and that memory stretches back a long way—has ever enjoyed so dramatic a stage-setting. Everybody is howling about the High Cost of Eating. It's the foremost conversational topic all over America—and around the world, for that matter. Okay. The purchase of a home freezer slashes the food budget from several angles. What a natural for the specialty salesman!

No dealer or manufacturer can expect the average housewife to figure this out for herself, however. First, the manufacturer must sell the dealer. Then he must show the dealer how to sell the housewife. Finally, the dealer must rise from his comfortable seat beside the telephone and *educate the* housewife.

When, as, and if all this comes to pass, a mighty new industry will arise.

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## STORES USE FREEZERS TO HELP MOVE ICE CREAM

Pittsburgh Case Sales Co.
212-216 Fancourt St.
Pittsburgh, Pa.

July 10, 1947

Editor:

Our Mr. Walter Brown has extolled your qualities so frequently and fully to us that it almost seems as though we know you very well. We have admired your progressive ideas and the fact that you have been so much on the beam during the past few years in your predictions and in your editorial viewpoints. We used to contribute to REFRIGERATION NEWS from time to time, and years ago we know our Mr. Walter Brown contributed numerous service articles and some sales bits.

We have been interested in reading some of the "Get Back to Work" sentiments expressed by various authorities in your NEWS, and it occurs to us that not only must we get back to work, but we must think constructively and use some imagination in uncovering new fields. It is no longer sufficient to exert effort in the field already and usually contacted.

As a prime example, we might point to the placement by our distributing house, Pittsburgh Case Sales Co., of numerous freezer cabinets in drug stores for the purpose of merchandising as well as storing bulk ice cream, package ice cream, and the various novelties in ice cream goods. It is truly remarkable, the reaction which has been observed in the use of our freezer cabinets for this purpose.

Such outstanding dairy companies as the Pittsburgh Milk Co. have installed our freezer cabinets on their home office floors in their own retail departments and are achieving an unthought-of success in the merchandising of ice cream with the aid of this visual type of cabinet. The idea has extended far beyond drug stores now, however, and is making itself evident in small grocery stores, supermarkets, dairy stores, and so forth all over the Pittsburgh area.

One such installation made of a small 16 cu. ft. cabinet reported $90 more ice cream sold in the first day it was displayed. This is a mark that could be duplicated in many locations.

We have also discovered that our Eskimo Freeze Cabinet can be used to advantage in similarly merchandising frozen food or ice cream in small stores or large. It seems that the appearance of the Eskimo Freeze lends to the excitement of curiosity in the shopper, with the net result that more merchandise is moved through the placement of small Eskimo Freeze cabinets in strategic locations in a store than can be moved through similar capacities placed in the background in the form of larger cabinets.

We have found that the lid can be permitted to remain open during normal business hours, thus permitting direct visual display of the merchandise and pricing can be arranged on the inside of the lid so that the pricing and description of items are visible when the lid is in the open position. All of these things have been a matter of some surprise and great interest to us, and we want to pass the ideas along for what they are worth in other territories.

You probably know that our Mr. Brown assisted the war effort to some extent during the war years by developing certain items of interest and use by the armed forces such as certain machine gun operations; the air conditioning of the gun nacelles on P-38's, for use in cold climates; and particularly, the aircraft engine pre-oiler which he developed and served as prime contractor to the armed forces. These pre-oilers are some of the items which helped to maintain aircraft available for flight under extreme cold air conditions down to temperatures in the neighborhood of -50° F.

Incidentally, we have enjoyed your "Inside Dope" and the stories contained therein.

Later on, we are going to tell you something about our progress in the disposition of equipment here. We serve as distributors to some 300 commercial refrigeration dealers in the Pittsburgh Tri-State area and represent eight nationally known firms on an exclusive arrangement. We do not sell at retail, although our old operations used to be largely on a retail basis before the war. We operate throughout Western Pennsylvania, west of Harrisburg, through the northern half of West Virginia, and the eastern neck of Maryland.

We will be pleased to keep you advised of any interesting developments in the way of new uses or new methods which may come to our notice. Be assured of our great appreciation of your efforts in behalf of the refrigeration industry as a whole.

WALTER G. SCHNEIDER,
Metropolitan Sales Manager

## WAGE-HOUR INFORMATION IS SOUGHT BY READER

Woodman Engineering Co.
201-203 E. Capitol Ave.
Jefferson City, Mo.

Editor:

Sometime ago in your paper I noticed an article calling attention to the possible effects of the Wage and Hour Law on the refrigeration contractors and servicemen. I believe this article called attention to the fact that doing work for firms engaged in interstate business or purchasing goods from another state would under some circumstances, throw the organization into interstate commerce.

Can you give us any definite information on the court rulings on this subject? We also do service and maintenance work for businesses engaged in interstate commerce but our percentage is less than 25% of the total sales.

Last week we were told by a representative of the Wage and Hour Division that we were engaged in interstate commerce. I would like to have something to fight back with. Your help would be greatly appreciated.

L. E. WOODMAN

*Answer:* All the information that has come to light thus far has been published in the Oct. 28, 1946, and Jan. 20, 1947, issues of the NEWS.

## 'MORE POWER TO YOU,' SAYS 'DOPE' READER

U.S.S. Leo (AKA-60)
c/o Fleet Post Office
San Francisco, Calif.

Editor:

Mr. Taubeneck's 'Inside Dope' and his swell editorials have come to mean a lot to me in the past years. Most of his ideas are the best I've heard or read any place. More power to you.

A. H. PADDOCK, MMR 1/C

STANGARD
*Prime Surface*
COLD PLATES
For Maximum
Refrigerating Efficiency

THE STANGARD-DICKERSON CORPORATION
46-76 Oliver Street • Newark 5, N.J.
STANGARD KNOWS REFRIGERATION

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# Florist's Glass-Enclosed Walk-In Spurs 'Impulse' Sales, Helps Beat Rush Period

ST. LOUIS — Installation of a Thermopane glass-enclosed, walk-in type refrigerated showroom for display of orchids has increased the display space 1,000% at Nettie's, Grand and Chippawa, one of the city's most progressive florists.

Nettie's started as an umbrella stand in 1932 in the present location which is one of the busiest intersections in South St. Louis. With the recent completion of the remodeled retail selling area, which included the installation of the refrigerated box, the store now covers an area of 62 x 150 ft.

One of the chief problems of the concern was display of orchids, which the company raises on their own farm in suburban St. Louis. National Refrigerators Co. was called in for the job of constructing adequate display room which would allow orchids to be constantly before the public eye, plus maintaining temperatures of from 45° to 50° F., which must be maintained to prevent delicate orchids from wilting in a short time.

Result was a 16 x 70-ft. refrigerated box, which is divided into two sections. Fifty feet is enclosed on two sides with Thermopane glass permitting customers to look into the room from the comfort of the store. Storage area and heat exchanger equipment is located in the rear 20 ft. of the box.

Most unusual feature of the box is utilization of one end of the unit as part of the 64 ft. of show windows. According to Manager George Kirt, this opens an entirely new field in orchid displays. Now mass displays of orchids may be developed to attract the attention of foot and auto traffic passing on busy Grand Ave. One entire end of the retail section of the store is formed by the orchid room. Two doors are installed to permit sales personnel to take customers directly into the unit for closer examination of displays .

Thermopane glass was used for the installation as constantly changing temperatures of the exterior would fog ordinary types, thus losing the "showroom" effect.

White vitrolite tile is used for the trimming and ceiling of the unit. The two walls not enclosed in Thermopane are covered with mirrors.

A free circulation of air between the showroom and storage area of the unit is maintained through a 6 x 2 ft. grille covered opening in the wall which separates the two sections.

Equipment consists of a 5-ton Marlo heat transfer unit located in the storage room. A 5-hp. Curtis compressor unit is located in the basement of the store.

"Previous to the installation," stated Mr. Kirt, "it was necessary for us to keep our entire orchid stock in a cut condition. Orders were made up as requests were received from customers. This resulted in rush periods when orders are apt to fall behind. There was no method of showing customers the many types of orchid corsages and floral displays. Now we are able to make up corsages and displays in advance of contemplated rush periods without fear of loss through wilting. In addition, impulse sales have also profited through the pre-prepared displays. Customers noting striking combinations of orchids are taken into the showroom through one of the two glass walk-in doors where a choice may be made of any one of the many arrangements."

## *Southern Wholesalers, Inc. Occupies Its New 'Home'*

JACKSON, Miss.—The Southern Wholesalers, Inc., wholesaler of walk-in refrigerators, beverage coolers, and air conditioning units recently opened up for business in its new home located at 333 South Farish St. here.

## *Soda Fountains Aid Drug Sales, Survey Shows*

HARTFORD, Conn. — Soda fountains mean more business for druggists, a survey conducted recently by the National Dairy Products Co. here indicated.

The survey revealed that 47% of the fountain customers make another purchase before leaving the drug store. It also showed that 29% of the customers entering the store make their first purchase at the soda fountain.

Incidentally, only 9.1% drop in to buy prescriptions and only 6% buy patent medicines, according to the survey.

Only one customer in nine walked all the way back into the store, the survey pointed out.

## Commercial Display Readied

BUFFALO—Edward J. Alward has purchased a two-story building at 393 Broadway for the display of commercial refrigeration equipment.

## Firm Has Separate Div. To Handle Commercial

* * *

RALEIGH, N. C. — First Colony Distributors, Inc. here has recently set up a separate division, known as Edmundson Commercial Refrigeration, to handle the Hussmann line of refrigeration equipment, according to A. J. Edmundson, general manager of the new division.

First Colony Distributors will continue as wholesalers of electrical appliances in its new location under the management of Ray H. Goodmon, Jr.

The two organizations in their present location have 12,000 sq. ft. of space with facilities for direct unloading from rail cars and trucks, it was pointed out.


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for MOTOR OPERATION*

2 Recorders* for LESS than the PRICE of ONE

The TEMPSCRIBE Recorder is outstanding for its universality. Any TEMPSCRIBE can be quickly converted from temperature recording to time-operation recording simply by changing the door of the instrument. A widely-used combination comprises one clock case (having a 24-hour spring-wound movement) and two doors (one with a bi-metallic temperature element, and one with mechanism for recording motor on-and-off time). This economical set costs very much less than a dual recorder. Even two complete TEMPSCRIBES, to obtain simultaneous records of temperature and motor operation, cost no more than you would normally expect to pay for a single instrument that makes dual records, yet give you all the advantages of two separate instruments!

Bul. 704 gives list of ranges, practical application data, and complete details.

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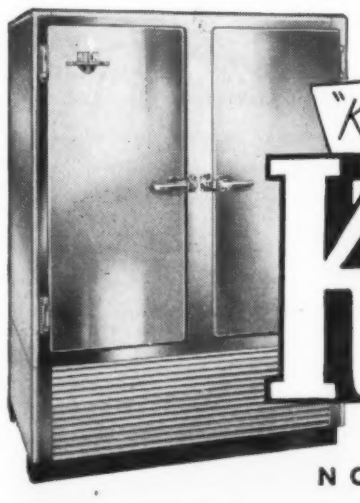
NOW 216 Cube ICE MAKER in the KOCH All Stainless Steel Refrigerator

The First Really NEW Postwar Refrigerator

With the addition of a twenty-one pound ice maker, America's finest commercial refrigerator becomes America's most versatile commercial refrigerator. Freeze 216 cubes at a time, or remove four trays and a shelf, leaving 108 cubes, and gain a space 5½-in. high, 13-in. deep, and 12-in. wide for storage of frozen foods. This Koch all Stainless Steel reach-in refrigerator is fully welded into one unit without any wood members to interrupt insulation! With 64 years of refrigerator manufacture, plus rich experience accumulated in making Stainless Steel refrigerators for the U.S. Navy, Koch assures you of a thrifty performer and a lifetime of service. The Koch reach-in is a beauty to look at and own!



"Koch is Top Notch"

KOCH Refrigerators

The Koch Reach-In 25-cu. ft. refrigerator is now available with or without the ice-maker.

NORTH KANSAS CITY 16, MISSOURI • SINCE 1883

## Financial Reports

### Avco Income Is $3,175,339

NEW YORK CITY—Results termed the most favorable in the corporation's 18-year history were registered by Avco during the six months ended May 31.

Victor Emanuel, chairman of the board, reported that consolidated net income for the period reached $3,175,339, after all charges. Consolidated net sales totaled $50,747,235, setting a pace nearly twice that of the 1946 fiscal year, company officials said.

Neither equity in undistributed income nor losses of associated firms is included in the Avco profit statement, Mr. Emanuel pointed out. Profit amounted to 44 cents per share of common stock.

It was emphasized, however, that these results are in no wise comparable to any figure for the first six months of 1946 since several divisions were not included in Avco's statement for last year.

### Admiral Profit $854,456

CHICAGO—With sales volume for the first six months 74% over last year, Admiral Corp. reports a net profit of $854,456 for the period which ended June 30.

The net sales of $21,548,786 are $9,151,730 over the figure for the same period in 1946, it is announced by Ross D. Siragusa, president. Similarly, net profit so far this year is $497,324 above that of last year's first six months.

Capital stock profit is reported at 95 cents per share for the half-year.

## I. H. Cohler To Represent Kramer Trenton Co.

TRENTON, N. J.—I. H. Cohler has been appointed sales representative in the Chicago area, announces the Kramer Trenton Co.

I. H. Cohler

Mr. Cohler attended Armour Institute of Technology now known as the Illinois Institute of Technology. His many years of experience include design and product engineering of various refrigeration products, and four and one-half years spent in engineering and sales capacities for Kelvinator.

Several years as manufacturers' sales representative in the Chicago territory were interrupted by the war. Since that time, he has again acted as manufacturers' sales representative.

## 54% of Ga. Farms Need Electricity—EEI Survey

ATHENS, Ga.—Georgia still has 112,797 farms without electricity, according to a report issued by the Rural Electrification Administration. This represents 54.4% of all the farms in the State. The figures are based on tabulations prepared by the Edison Electric Institute.

## Half-Year Vacuum Sales Equal 80% of '46 Total

CLEVELAND — During the first six months of this year, the vacuum cleaner industry sold four-fifths as many household units as it did in all of 1946, C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association, announced recently.

The 1,831,840 units sold through June exceeded by 9.68% the sales made in 1941.

For four months in a row, sales have exceeded 300,000 units, he added. In June 329,986 vacuum cleaners were sold as compared to 318,094 in May and 330,426 in April. April was the industry's best month.

## Jacobs' Price Guarantee Extended to Oct. 25

DETROIT—Extension to Oct. 25, 1947, of guarantees to dealers and distributors against price reductions on Launderall home laundry equipment has been announced by the F. L. Jacobs Co. here.

Edward A. Ash, appliance division director, explained that under the guarantee the company agrees to reimburse dealers and distributors on all units in stock to the extent of the difference between future lower prices and current levels.

The extension was made because the company "is sympathetic to the questions raised by dealers and distributors who naturally do not want to take inventory shrinkages."

## Frigidaire Announces Field Promotions

H. J. WALKER, JR. R. W. POCOCK W. I. BUCHANAN

* * *

## Buchanan To Manage Pacific Region; Pocock, Walker Head Branches

DAYTON, Ohio—Appointment of a new manager of the pacific region of Frigidaire Division of General Motors and two other important field promotions were announced here by P. M. Bratten, general sales manager.

W. I. Buchanan, manager of the Chicago branch of the Frigidaire Sales Corp., has been named manager of the pacific region succeeding R. G. Hutchison, deceased. He will occupy regional offices in San Francisco.

H. J. Walker, Jr., manager of the St. Louis branch, has been appointed Chicago branch manager, replacing Mr. Buchanan. R. W. Pocock, manager of national business sales, Commercial Sales Department of Frigidaire, Dayton, has been appointed St. Louis branch manager succeeding Mr. Walker. All new appointments were effective Aug. 1.

Mr. Buchanan, who has been associated with Frigidaire for 20 years, has broad and extensive experience in the sales management field. Joining Frigidaire's Detroit branch as household supervisor, he subsequently served as apartment house sales manager and general sales manager there. He also has filled the positions of department store representative and eastern sales manager in the home office. He was appointed manager of the Chicago branch in 1942.

Mr. Walker also brings broad and extensive experience in Frigidaire operations to his new post of Chicago branch manager. He joined Frigidaire in 1925, as sales manager of the Detroit branch. After serving in that capacity for two years he was transferred to the Dayton branch as manager. He also served as manager of the New Haven, Springfield, and Detroit branches. Later, he became manager of public utilities division in the home office where he remained until his appointment as manager of the St. Louis branch, in 1939.

Mr. Pocock has been selected for his new position as St. Louis branch manager because of his broad merchandising background and experience with the company over a period of 22 years. Joining Frigidaire in 1926, he has served as zone manager, field representative for the public utilities division, and manager of national user sales for the Delco-Frigidaire Air Conditioning Division.

He was promoted to manager of national business sales for the Commercial Sales Division of Frigidaire in July, 1938. During the war he was in charge of contracts between the company and the Army Ordnance Department. He resumed his duties as national business sales manager in 1945.

## Rebuilding Monsanto Plant May Be Faster Than Planned, Board Chairman Reveals

SPRINGFIELD, Mass.—An optimistic report on reconstruction of the company's plant at Texas City was given recently by Edgar M. Queeny, chairman of the board of Monsanto Chemical Co.

Said he:

"Clearing of the site has almost been completed. Engineering of the new plant is speeding apace. And the exceptional cooperation we are receiving from suppliers of apparatus, contractors, and the labor unions of the area now justifies the hope that completion of the project will be realized much earlier than might be expected under conditions now current."

In commenting further on the earnings of Monsanto and subsidiaries for the six-month period ended June 30, Mr. Queeny disclosed that sales marked an increase of 41% over the corresponding period of last year. Sales total $71,085,736.

A net income of $9,275,133 for the six months is equal to $2.23 per common share, the report stated.

## Robert N. Stewart Will Manage Detroit Branch for Puro Filter

DETROIT — Robert N. Stewart has been appointed office manager of the Detroit branch of Puro Filter Corp. of America, manufacturer of electric water coolers.

Mr. Stewart has been associated with J. M. Oberc, Detroit refrigeration parts wholesaler. His previous experience includes a post as national service manager of Hudson Products Co. of Detroit, and eastern district manager for Servel.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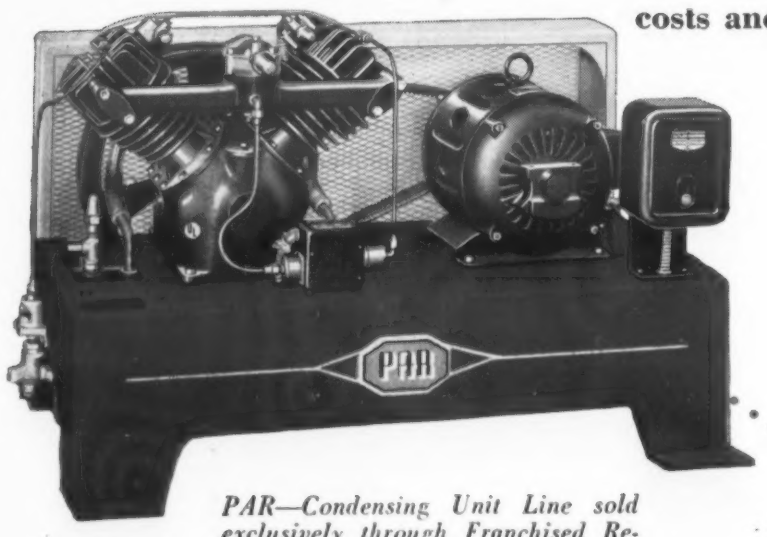
are designed and built in a wide range of models and sizes to give you dependable economical refrigeration. Air-cooled and water-cooled . . . close-coupled and heavy duty type . . . and in sizes from 1/6 hp to 5 hp. Regardless of your requirements, there's a Par unit for "tailored" installations that give lower operating costs and longer trouble-free service.

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The WINNER

GENERAL Refrigerators are unbeatable for quality, performance, durability and low price. Select General and you have picked the winner.

Stainless Steel Reach-in-Refrigerators
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Farm and Home Freezers
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Ice Cream Cabinets
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Dairy-Wall Cases
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STAINLESS STEEL REACH-IN REFRIGERATOR 16-21-30-42 Cu. Ft.

For full information write Department A 24.

GRC GENERAL REFRIGERATORS CORP.
678 BROADWAY NEW YORK 12, N.Y.
MANUFACTURERS SINCE 1928

# The KEY to Air Conditioning

*By James J. LaSalvia*

**Air conditioning has crossed the threshold that will lead to tremendous sales in the near future, but all dealers and salesmen who want to participate in this growing market must know the fundamentals, especially those relating to the application of air conditioning equipment.**

**To help these dealers and salesmen the NEWS is beginning the serial publication of *The Key to Air Conditioning*, written by James J. LaSalvia, consulting engineer with a wide background of practical experience, who has been in the field close to 30 years.**

## Ventilation

VENTILATION is the process of supplying or removing the proper quantity and quality of air from a given space by natural or mechanical means.

In air conditioning, ventilation is a very important factor, as it is the means of keeping the air in a given space in a fresh condition.

A person requires approximately 34 pounds of air per hour (or 460 cu. ft.). This means that practically 8 cu. ft. of air are required per minute to supply the proper amount of oxygen for each person. If people are congregated in a given space with no means of changing the air in the space, it is apparent that the oxygen in the air will be absorbed in due time, and when this oxygen is depleted below a certain point, the air becomes stale or vitiated.

There are other means by which the air may become vitiated.

1. By odors: (a) from the body; (b) from cooking.
2. By tobacco smoke.
3. By toxic fumes from industrial processes.

It has been found by experience that it also takes about 8 cu. ft. of air per minute to remove odors or tobacco smoke per person. No definite figure has been found for toxic fumes, as this will vary with the type of industrial job.

It is apparent then, the ventilation requirements must vary because of the various types of spaces which one is called upon to air condition.

The amount of ventilation is determined not only by the number of people or odors in a given space, but also by the type of structure and location of the space.

The following factors must be considered to arrive at the proper amount of ventilation for any given space:

1. Number of people.
2. Odors.
3. Height of ceiling.
4. Number of sides of the space exposed to the outside.
5. Elevation of space above street level.

### VITIATED AIR

Air is a mechanical mixture, containing about 23 parts of oxygen and 77 parts of nitrogen by weight. There are other gases in air: such as carbon dioxide, argon, ozone, and neon in small quantities, besides water vapor.

All animal life depends upon oxygen for its existence. An individual can live approximately 40 days without food, 20 days without water, but only a few minutes without air.

Life also depends upon a limited range of cool temperature, sunlight, carbon dioxide, food, air, and water. All are essential, especially the carbon dioxide ($CO_2$), which is a requisite of vegetation and is therefore necessary for the production of food.

Carbon dioxide exists in about four parts in a volume of 10,000 parts of normal outdoor air. It is one of the products of respiration and is usually found in increased quantities in occupied rooms. It was once considered to have a poisonous effect when breathed, but is now known to be harmless even in large amounts which at one time would have been considered dangerous. In 100 parts of air in the innermost parts of the lungs, there are 16 parts of oxygen, 75 parts of nitrogen, four parts of carbon dioxide, and five parts of water vapor by volume.

This is the composition of the breath at the end of an exhalation, but at its commencement the emitted air is unchanged from its atmospheric condition except for the addition of a little heat and moisture, because it has not penetrated beyond the bronchial tubes and hence has not been in the lung tissues.

The lungs therefore, take in air, containing four parts of carbon dioxide in 10,000 and give off air containing 400 parts of carbon dioxide. In other words, the $CO_2$ content is increased 100 times in the process of breathing.

This high concentration of carbon dioxide occurs chiefly where people gather, and causes the air to become vitiated or stale.

### VENTILATION BY MECHANICAL MEANS

In air conditioning systems there are four types of air which are considered (see Fig. 1):

1. Outside air.
2. Recirculated air.
3. Total air.
4. Exhaust air.

All these are measured in cubic feet per minute (c.f.m.) or cubic feet per hour (c.f.h.).

OUTSIDE AIR is air taken directly from the outside of the building through the air conditioner. This represents the air required for ventilation, called either outside air or fresh air.

**Fig. 1—Types of Air In Air Conditioning Systems**

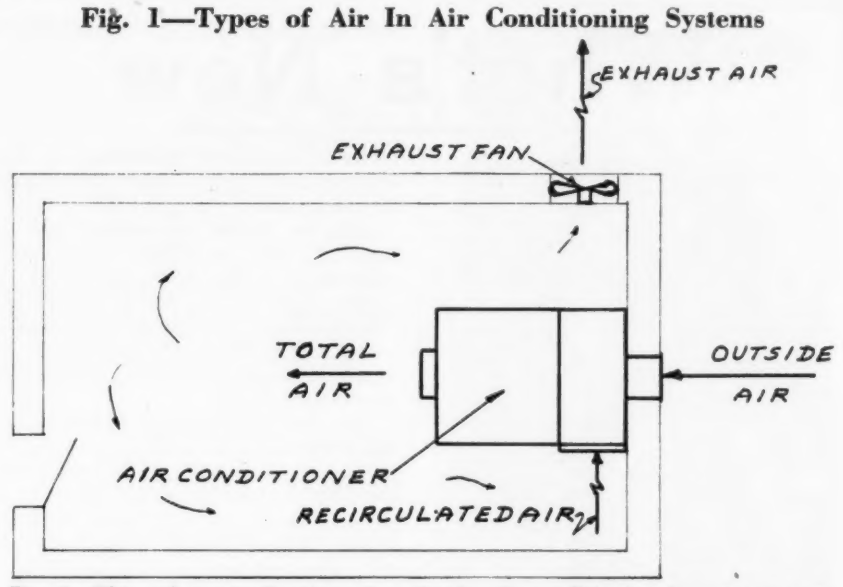


*Fig. 1—This schematic drawing of a simple air conditioning layout serves to indicate the four types of air which must be considered in planning an air conditioning system.*

RECIRCULATED AIR is the air taken from the space which is being air conditioned and taken directly to the air conditioner.

TOTAL AIR is the amount of air which is supplied to the space being air conditioned, and it is the sum of the outside air and the recirculated air.

EXHAUST AIR is that air which is exhausted from the space being air conditioned to the outside of the space. This amount of air may represent the same or less than the amount of outside air. It is to be remembered that no more air should be exhausted out of a space than what is brought from the outside.

The following variations of the above four types of air may be used according to the type of job:

1. When using all outside air (total ventilation).
   a. Total air becomes the same as the outside air.
   b. An exhaust system must be used, and the amount exhausted may be the same as the outside air or less.
   c. No recirculation is required in this case.
2. When total air is greater than the outside air.
   a. Recirculation must be used.
   b. Exhaust system may or may not be necessary.

*(To Be Continued)*


**Factory Representatives Needed**

Commercial equipment manufacturer with worldwide distribution has immediate need for display case salesmen to call on dealers in the United States. If you can sell, will sell, and are willing to put forth the effort involved—we need men at once.

Box No. 2444, Air Conditioning & Refrigeration News

**REFRIGERATION MECHANICS**

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*Greatest Achievment in COOLING*

SINCE ICE TONGS WERE DISCARDED

ROGERS SC-500
5 TON CAPACITY
SELF-CONTAINED
AIR CONDITIONING UNIT
Unexcelled for use in homes, stores and offices. All automatic controls, internal wiring and charge of Freon-12 refrigerant included.

AVAILABLE IN 3-5-7½-10-15 20 and 25 TON CAPACITY UNITS

ROGERS SC-1000
10 TON CAPACITY
SELF-CONTAINED
AIR CONDITIONING UNIT
A heavy duty unit for medium size installations. Note narrow width (30") permits easy access through standard doorways without requiring disassembly of unit or removal of door frames. Shipped complete, ready to operate.

**ROGERS SELF-CONTAINED AIR CONDITIONING UNITS**

A look into the superior features of ROGERS Conditioners proves you can look forward to performance that fulfills the post-war promise of the industry. Here's a new and vastly higher standard of efficiency in packaged air conditioning . . . units that meet every requirement of architect, engineer and contractor.

That's why hundreds of users of ROGERS Conditioners and men responsible for their installation all agree . . . that for every commercial, industrial and institutional air conditioning application—ROGERS units offer most in ease of installation, appearance, durability and economy of operation.

**Easily Transformed to Year Round Conditioner by Adding Heating Coil and Humidifier**

**ROGERS CONDITIONERS ARE EASILY INSTALLED — SIMPLE TO SERVICE**

Interchangeability of access panels, fresh air knock-outs and utility connections on both sides, make for maximum convenience in servicing. Installation is quickly performed and inexpensive:

1. CONNECT TO WATER PIPES.
2. CONNECT TO ELECTRICAL CURRENT.
3. THE UNIT IS READY FOR OPERATION.

**LITERATURE AND SPECIFICATIONS** for Air Conditioning Units. Write for BULLETIN NSC. For Dehumidification write for BULLETIN NCD.

**R. B. ROGERS COMPANIES INC.**
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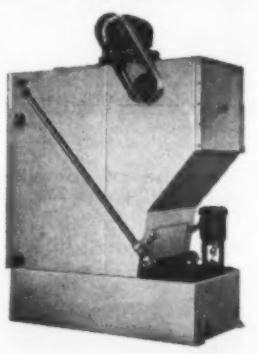
Manufacturers of Equipment for Air Conditioning, Refrigeration, Heating and Ventilation.

*Where there's a Humidity Problem!*

**ROGERS SYSTEM OF CHEMICAL DEHUMIDIFICATION WITH TEG**

This efficient system is a modern development for the control of humidity in air. Manufactured exclusively by ROGERS, the equipment utilizes triethylene glycol (TEG) as a dehumidifying agent. This system offers the most effective means of controlling moisture in the air for comfort and industrial processing. *Gives independent control of humidity and temperature.* Another great advantage of (TEG) is its power to destroy air borne bacteria. Thus, in the ROGERS System moisture content of the air is controlled and the air itself sterilized. Easily installed, with completely automatic, simple equipment.



# What's New

* * *

## New G-E Heating Pad Line To Come In Round Cartons

BRIDGEPORT, Conn.—A new line of three heating pads, each packaged in a pastel colored cylindrical carton that can be re-used as a knitting bag, will be introduced in August by the General Electric Co., according to D. C. Spooner, manager of the company's automatic blanket and sunlamp division.

The line will include a low priced three speed pad, a moisture proof model, and a waterproof pad. The latter two will maintain a low, medium, or high fixed heat, Mr. Spooner said.

All the pads, redesigned in the light of General Electric's wartime experience with electrically heated flying suits, are equipped with tiny thermostats for maximum heat control safety and greater flexibility, he declared. All have removable and washable covers.

The waterproof pad, designated as the PS6A2, is intended for the application of both wet and dry heat. The electric heating unit and cord outlet in this pad are completely sealed, making it safe under normal use with wet applications, he asserted.

The waterproof model also has a hidden zipper which cannot come in contact with the skin. The others have hidden snap fasteners, he said.

Retail price of the pads are $4.70 plus 25 cents federal tax on the low priced model, $5.65 plus 30 cents tax on the moisture resistant model, and $6.60 plus 35 cents tax on the waterproof pad.

## Alcoa Turns Out Special Roofing for Industry Use

PITTSBURGH — Production of a new, lightweight, heavy-duty, specially formed aluminum roofing material for industrial use has been announced here by the Aluminum Co. of America.

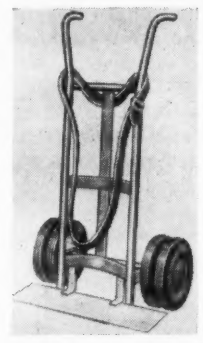
Known as Alcoa Industrial Roofing, the material is said by the manufacturer to have high strength, exceptionally high resistance to industrial atmospheres, minimum maintenance, and reduced roof load.

It will have a covering width of 32 in., allowing for a side lap of 1½ corrugations, the manufacturer declared. It will come in standard 5-ft. through 12-ft. lengths, .032 in. thick.

Alcoa also announced that industrial aluminum siding, of the same alloy and lengths as the roofing, is going into production at the same time.

## Handees Truck Model 88R Has 1,000-lb. Capacity

BLOOMINGTON, Ill.—Handees Co. here is now in production on an appliance and industrial hand truck, Model 88R, with a load capacity of 1,000 pounds, featuring dual-mounted solid rubber wheels.



Constructed of tubular steel, the truck is 54 in. high and has a 24-in. nose-piece making for ease in handling large appliances, such as refrigerators, the manufacturer explains.

The four 8 by 2 in. wheels are equipped with prelubricated bearings. A 12-ft. heavy web strap with a non-slip buckle is standard equipment on the truck, which sells for $31.95. Without the web strap and nose-piece, the truck sells for $26.95.

## Simson Germicidal Unit Has Lamp, Heater, Blower

NEW HAVEN, Conn.—A germicidal unit designed to reduce airborne bacteria and other microorganisms in the air of an average sized room, is being prepared for marketing by the Simson Engineering Co. here.

The invention of Dr. Meyerott, a physicist, and A. Barton Simeone, a mechanical engineer, the unit is equipped with a blower to circulate germ free irradiated air throughout the room, according to the manufacturer. The blower has a capacity of 200 c.f.m. of air. The unit also has a two-stage heater to heat the circulating air, when so desired, the manufacturer added.

The high intensity ultra violet lamp is said to be able to run 20 hours a day for more than a year without burning out.

The lamp, the blower unit, and the heater unit are all controlled from one switch at the top of the cabinet, the manufacturer said.

The cabinet in which the germicidal unit is housed measures 21 in. long, 12 in. high, and 9 in. deep. It is finished outside in aluminum or steel with a crackle finish in subdued tones.

Outstanding advantage of the cabinet is that it prevents the lamp's rays from ever being exposed and causing harmful effects, he stated.

The sterilizing compartment is made out of aluminum and so designed and constructed that it increases the lamp effectiveness by the power of three, it is claimed.

## Fine Refrigerant Cylinder Permits Exact Charging

CHICAGO—A small capacity refrigerant cylinder, known as a "charging bomb," has been introduced recently by the Fine Products Co. here.

The "charging bomb" has been designed for use by manufacturers to enable them to insert exact amounts of refrigerant into systems requiring small or critical charges, the Fine company said.

It can be made to any required capacity from 10 oz. to and including 5 lbs. of "Freon," the company added.

Construction of the "bomb" is entirely seamless and it comes equipped with a forged brass valve having a ⅛-in. female pipe outlet, it went on.

Manufacturers of refrigeration units can have the "bombs" filled to the required amount at charging stands in their plants and then attached to units on the assembly line, the company explained.

The valve is then opened and the transfer of the charge is done while the unit moves along the line, thus eliminating stoppages for insertion of refrigerant, it continued.

Some manufacturers, it claims, have adopted "charging bombs" as an aid to their field servicing. They have instructed their service organizations to completely discharge the unit being repaired and replace the refrigerant with an exact charge from a factory-filled "charging bomb."

## 'Pittcide' Described In Pittsburgh Glass Books

PITTSBURGH — Two small booklets describing its new germicide and bactericide, called Pittcide, have been recently released by the Columbia chemical division of the Pittsburgh Plate Glass Co. here.

One booklet of 24 pages contains recommended instructions on how to use Pittcide as a sanitizing agent in various types of food manufacturing applications, such as bakeries, creameries, and ice cream manufacturing plants.

The other booklet, in 16 pages, describes the use of Pittcide to safeguard milk production on the dairy farm.

## Monsanto, Westinghouse Develop New Detergent

MANSFIELD, Ohio—A new detergent, called "All," has been developed recently by the Monsanto Chemical Co. and Westinghouse Electric Co., appliance division. Made especially for use in automatic home washers, the "soapless soap" will be distributed to Westinghouse, Bendix, and Launderall dealers through Detergents, Inc. of Columbus, Ohio.

It will be in granular form, retailing for 49 cents for a 24-ounce box. I. Frank Brownson, manager Westinghouse laundry equipment department, revealed that laboratory tests indicate that the detergent "has greater soil removal qualities than any known product on the market."

Developed for use in automatic washers, the product may also be employed in conventional washers.

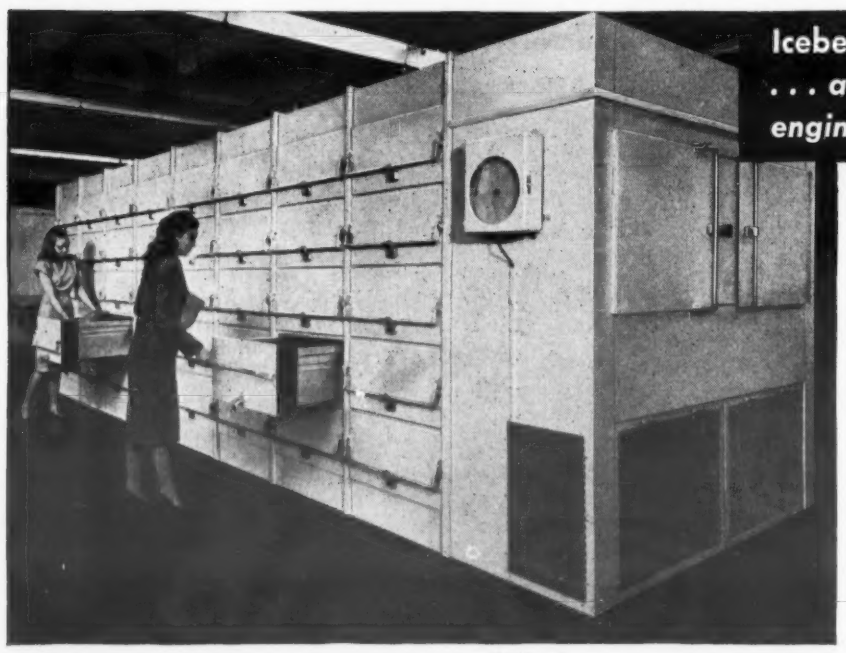

*New and efficient method*

**OF STORING FROZEN FOODS**

Here's what the Iceberg Refrigerated Locker has, that no other refrigerated locker can offer:

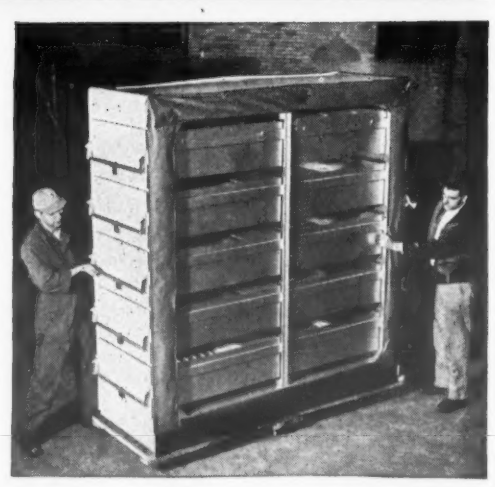
Self-contained, fully insulated refrigeration and locker sections are factory-built, delivered ready for quick assembly by local mechanics in approximately 24 hours under normal conditions. Location needs only electric, water and drain connections. Sections may be added later for increased capacity. Easily disassembled for relocation. Blastfreeze* drawer section provides sharp freezing.

Use coupon below for FREE complete details.

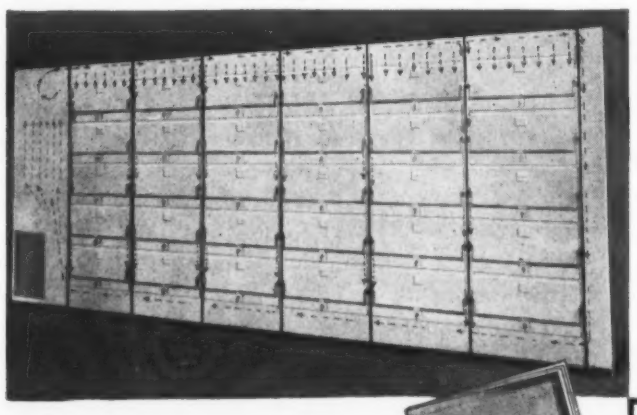


Iceberg comes as a "packaged unit" . . . a warm-room locker completely engineered at the factory

**Complete line of models** Capacities from 30 to 480 cu. ft. storage space. Each drawer approximately 6 cu. ft. storage capacity, 240 lbs. meat loading, or its equivalent in other frozen foods. Shown above—Model 680, Series 600, 80 drawers.



**Comes all ready** for quick installation. Each section fully insulated. No insulated walls to build, no cold room. Unit completely self-contained.



**Showing cold air flow** (left). Only the interior of the locker is at zero or below. The room itself remains at normal temperature. Diagram shows how a Cold Curtain* of refrigerated air maintains zero temperature inside each drawer at all times. This flow of air wipes the drawers free of frost, insures perfect holding of stored foods. Food need not be removed from the drawers during defrosting of the refrigeration coil. Defrosting can be done in fifteen minutes.

ICEBERG REFRIGERATED LOCKERS

(Trade-mark Reg. U. S. Pat. Off.)

*Frozen Food Storage Made Easy*

*Reg. U. S. Pat. Off.

Listed by Underwriters' Laboratories, Inc.

Get portfolio of complete features and detailed specifications of Iceberg Refrigerated Lockers. Absolutely free! Just use coupon.

**CLIP AND MAIL—TODAY**

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*Revelation Company*

Division of
Interstate Engineering Corporation
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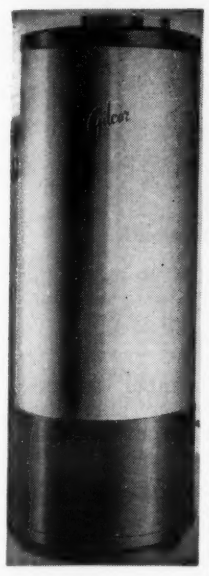
# What's New (Cont.)

## Gilcor Stresses Beauty In New Oil Water Heater

DOWAGIAC, Mich.—Gilcor Products Corp. here is now in production on a new oil water heater said to be unique for its unusual functional beauty.

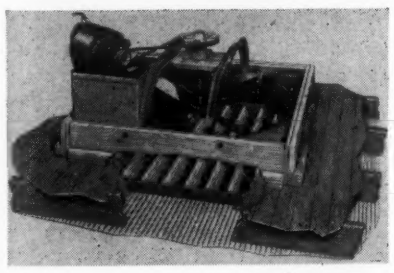


Cabinet of the tank is of satin finish aluminum combined with a top and base lacquered a rich brown. The automatic oil control is at the base, slightly recessed.

The cold water inlet has been located at the bottom—with a baffle—a feature said to prevent stratification. Rapid dismantling of the burner is made easy because it is fastened to the base with hook brackets.

Easy access to the burner and oil control is provided by the door, which extends half way around the cabinet, and the removable back, providing an opening around the entire circumference, the manufacturer points out.

## Horizontally Mounted Fan Designed for Small Attics



* * *

INDIANAPOLIS—For homes with limited attic space that cannot accommodate conventional type vertically mounted ventilating fans, Holcomb & Hoke Mfg. Co., Inc. has introduced a specially designed fan to operate from the horizontal position.

Known as the Silent Breeze "H.M." ventilating fan package, the new unit includes the specially designed fan, a suction chamber, automatic ceiling shutter, and an electric motor. Fans may be of 24, 30, or 36-in. diameters, the company said.

A 24-hour time switch for fully automatic control is available at slightly additional cost, it added.

Because of its "pancake design," the new package can be installed in any home having 24 in. or more clearance between attic floor and roof, the manufacturer asserted.

The entire unit, less time switch and ceiling shutter, is assembled at the factory. Installation requires only the cutting and framing of a suitable opening in the attic floor, installing the shutter, placing the fan unit in position, wiring.

## Skin Cream Protects Hands Against Caustic Irritants

WORCESTER, Mass.—A new skin cream, which is said to form a protective, cellophane-like coating over the hands when rubbed on, is now being manufactured by Cadet Laboratories, Inc. here.

The cream, called Cadet Hand Saver, is claimed to guard hands against dangerous caustics, irritants, and grimy materials. It is applied to dry hands before work is begun and removed by washing after work is completed, the manufacturer explained.

It is now consumer packaged in 6 and 16 oz. jars.

## 'Sep-Return' Oil Separator Introduced by Wabash

CHICAGO—A new automatic oil separator and return, named Sep-Return, has been introduced by the Wabash Mfg. Co. here.

Explaining the operation of the unit, the manufacturer said that when oil-laden hot refrigerant gas from a compressor enters the Sep-Return, the gas flows through a Poronze element which causes the oil to separate from the gas and trickle into the sump.

The refrigerant gas, freed of the oil, then leaves the Sep-Return and goes to the condenser.

Sep-Return is housed in a steel shell insulated with sheet asbestos. After the float mechanism has been assembled, the top and bottom halves of the shell are joined by silver brazing.

Sep-Return now lists at about $8.

### *Chacona Gets Advertising, Sales Post with G-E Office*

PITTSBURGH—Marcus S. Chacona has been appointed advertising and sales promotion manager of the Pittsburgh branch, General Electric Appliances, Inc.

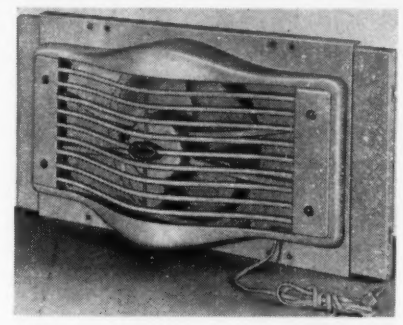
## Window Ventilator Spring Suspension Cuts Vibration

COLUMBUS, Ind.—A new window ventilator, featuring a spring suspension assembly which is said to eliminate most vibration and noise, has been introduced by the V. E. Sprouse Co., Inc. here.

The unit, which is designed to fit any window from 23 to 33 in., in width, can move 500 cu. ft. of air per minute, the manufacturer said. It operates at 500 watts and at 1,480 r.p.m. Height of the unit is 13⅛ in.

It is equipped with a two-speed switch, 8 ft. of ivory cord, and four wood screws which are all that are needed for installation.

The front grill can be readily removed for cleaning, he added.



The unit retails for $36.95, the company stated. At slightly extra cost, larger adapter panels are available to fit windows up to 42 in. in width.

## Steadi-Glo Appliance Bakes Waffles In 4 Minutes

CHICAGO—Appliance Industries of America is marketing a new waffle iron, called the Steadi-Glo Waffle Baker. It is claimed that this electrical appliance will bake waffles in four minutes.

It is constructed of 20-gauge steel and the outer surfaces are plated with tarnish proof chrome. Convenient bakelite handles, which stay cool, make the appliance easy to handle, according to the manufacturer.

Long life nichrome elements, pretreated grids, and a new type of hinge are said to contribute substantially to the production of even, well baked waffles.

Manufacturer's specifications indicate that the unit can be operated on 110 to 120 volts a.c. or d.c. current.

Consumption is 500 watts. Grid size is listed at 72 sq. in., with overall dimensions of 11⅛ in. by 9 in. by 3½ in.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REFRIGERATION SUPPLIES, INC.
Atlanta Jacksonville
Tampa Miami Charlotte
"The South's Largest Refrigeration Supply Jobber"

VISE-GRIP PINCH-OFF PLIERS
$1.95
Ask for them at your Favorite Wholesalers
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NATIONAL DISTRIBUTOR
REFRIGERATION SERVICE INC., LOS ANGELES

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IF YOU CONTACT Food and Meat Markets, or Pet Shops, here is an excellent opportunity for you to add substantially to your present income.
A READY MARKET AWAITS YOU
when you sell
*Polar Pet Food Cabinets*
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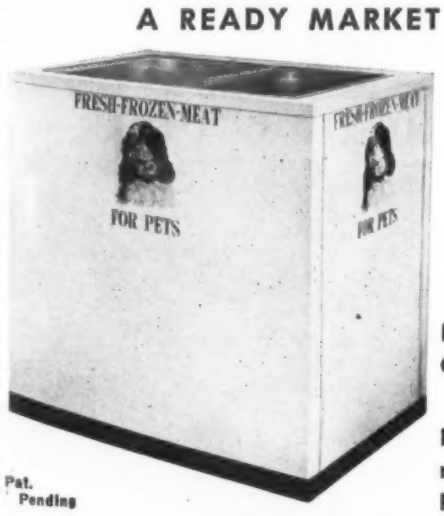
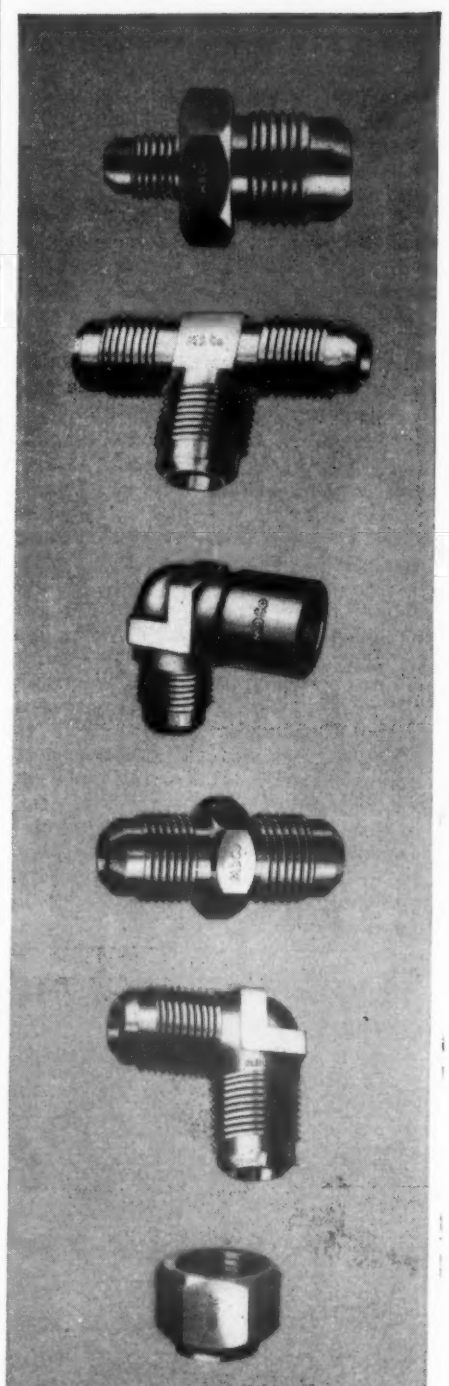




Pat. Pending



Mueller Brass Co. refrigeration fittings are manufactured either from forgings or from extruded brass rod. They conform in every respect to S. A. E. Standards with the exception of the bore. These openings are machined to permit a full flow equal to the inside diameters of the tubing used, and consequently are larger in internal area than S. A. E. fittings.

MUELLER BRASS CO.
PORT HURON, MICH.
ORDER FROM YOUR WHOLESALER
MADE IN U.S.A.

YOUR REFRIGERATION WHOLESALER IS YOUR BUSINESS FRIEND

● The wholesaler has a distinct and important service to perform in the distribution of goods. We believe that through the services he renders, the goods actually reach the ultimate buyer at a lower cost rather than a higher one, and that selling goods direct does not reduce the cost to the eventual consumer. As manufacturers we know that if we sold direct, we would require billing, accounting and shipping forces ten to twenty times greater than what we have at present. Our transportation charges would increase tremendously, our storage space would have to be greatly enlarged. These things and many more would necessarily reflect themselves in the cost of the product.

Our policy for many years has been to distribute our goods on a selective wholesaler plan. Our experience has shown us that this policy is a sound one. It achieves for us a nation-wide distribution at the lowest possible cost. This lower cost naturally benefits not only us but also the wholesaler, service man and contractor.

Our distribution policy will be continued on the same basis as it has been for many years—the selective wholesaler plan. We will sell only sufficient wholesalers in a locality to assure complete coverage of territory and trade. All trade inquiries will be referred to the wholesaler.

MUELLER BRASS CO.
PORT HURON, MICHIGAN

**. . . the PENN Water Valve**

Sedimentation, corrosion and rust have no destructive effects on this water valve. New-type design takes care of that! Water flows in *the center section only.* It never makes contact with the range spring and sliding parts. Consequently, there is no premature wear and water valve failure.

In addition, this PENN 246 eliminates sticking seats and water hammer . . . yet is extremely sensitive to changes in refrigerant head pressure. Send for the free Bulletin on these different and better water valves. Built in threaded and flanged styles . . . in many sizes to meet your specific needs. *Penn Electric Switch Co., Goshen, Ind.* Export Division: 13 E. 40th St., New York 16, U.S.A. In Canada: Penn Controls, Ltd., Toronto, Ont.

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FOR HEATING, REFRIGERATION, AIR CONDITIONING, ENGINES, PUMPS AND AIR COMPRESSORS



ROGERS QUALITY LINE of Refrigeration

**Frozen Foods Salesman**

Every store selling Frozen Foods, from small grocery store to giant superstore, wants one —needs one!

Open top display shows the foods, makes self-service easy, rapid, satisfactory.

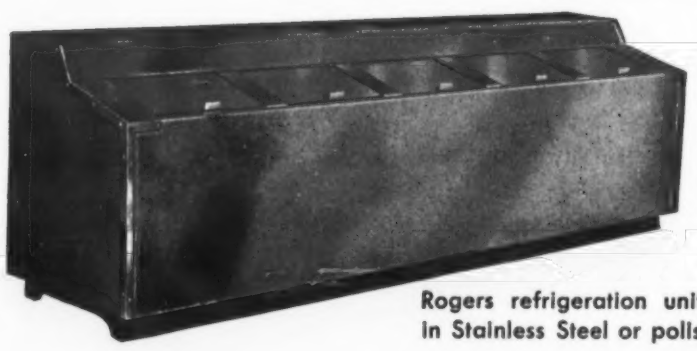
Heavy duty compressor.

**Walk-in Cooler**

Dealers can invite their customers to "walk in and get one" because they are ready for immediate delivery.

Shiny and attractive in appearance and easy to keep that way. All metal clad inside and out, built for permanence and service.

**Dry Beverage Cooler**



Best looking on the market. Rapid cooling, high capacity. Lids slide away or lift out. All compartments can be open at the same time.

Rogers refrigeration units are finished in Stainless Steel or polished Aluminum.

**DEALERS WANTED**

Write, wire or phone today for information on franchise.

*Immediate Delivery!*

W. ALLEN ROGERS Industries

BOX 272-AC DEMOPOLIS, ALA.


# Frozen Food 'Education' Does Pay Off

Helen Thomas (left) prepares pies in the immaculate kitchens of Thomas Food Lockers, Inc. of Royal Oak, Mich., before they go to the sharp freeze room. (Right) Here Mrs. Thomas discusses the merits of packaged material for frozen foods with a pair of newlywed customers.

• • •

## Woman Locker Operator Arouses Community Interest In Frozen Foods & Freezers

ROYAL OAK, Mich.—One dynamic and attractive woman named Helen Thomas, owner of Thomas Food Lockers, Inc., is doing more to spread the gospel of frozen foods in the thriving communities of southern Oakland County than all the rest of the refrigeration fraternity put together.

Along with the energy-taxing executive responsibilities of running a large "model" locker plant, Helen Thomas finds time to "let the people know" about the many advantages of frozen foods.

To realize what Helen Thomas is doing, it is first necessary to have a picture of the trading area served by Thomas Food Lockers, Inc. Located in Royal Oak, a city of 35,000 souls, the plant is easily accessible to Berkley, which has grown from 7,500 to 15,000 in the past five years. They also service Ferndale, Hazel Park, Oak Park, and the "silk stocking" districts of Pleasant Ridge and Huntington Woods. The trading area has a population of 125,000 people.

By making speeches and demonstrations before women's clubs, church groups, lodges, social organizations, and even men's business clubs all over this wealthy trading area, Helen Thomas is telling prospective customers about the many advantages of frozen foods. To get her story across, Mrs. Thomas has made repeated use of the Frigidaire motion picture, "Frozen Freshness."

Recently when Mrs. Thomas sent out invitations to locker users to attend an evening session devoted to the preparation of frozen foods at Bess Wright's Home Service Center, an elaborately (Westinghouse) equipped cooking school in Pleasant Ridge, the place was packed to capacity, with many husbands in evidence in the audience.

Members of local Rotary, Kiwanis, and Exchange clubs have all become very enthusiastic about Mrs. Thomas and her story of frozen foods.

Appliance dealers in the area assert that she is not only boosting the business in her own locker plant, but is having a marked effect upon the sale of home freezers. One of the better appliance dealers recently said, "Boy—that woman, I wish we had more like her."

As evidence that Mrs. Thomas went "all out" for the frozen food business is the fact that she has an investment of approximately $100,000 in Thomas Food Lockers, Inc. The model plant, located on the outskirts of the Royal Oak shopping district, was built to her exact specifications. It contains a complete "supermarket" type of store, retailing meats, groceries, fresh vegetables, and dairy products, 1,500 lockers, and a complete commercial kitchen.

Refrigeration equipment for the lockers, storage refrigerators, quick-freeze room, and auxiliary boxes were installed by the Salem Engineering Co., Salem, Ohio. The plant is maintained at peak operating efficiency by C. R. Vincent, service manager of Salem Engineering's Detroit office.

All refrigeration equipment is forced air. Carrier cold diffusers are powered by one 20-hp. Carrier compressor serving the locker rooms, and one 15-hp. Universal compressor serving the sharp-freeze room. Water consumption is held at a minimum by two evaporative condensers installed outside the building. Due to the maintenance service there has never been any loss of food, and none is anticipated.

It is the kitchens of Thomas Food Lockers, Inc., that are not only attracting the interest of patrons, but proving to be a profitable operation for the Thomas locker plant. All kinds of frozen food specialties are prepared under the supervision of

*(Concluded on next page)*


FREEZER SENTRY

THE POSITIVE ALARM FOR ALL FROZEN FOOD CABINETS

● The simplest device you have ever seen to warn of mechanical troubles. Designed for use in any low temperature cabinet. Can be installed in two minutes by anyone.

Buzzer, battery operated. Trickle charger insures five-year battery life. Buzzer operates 100 hours. Actuated at plus 12°F by mercury contact. No thermostat to get out of order. Action is as positive as gravity.

A package item that sells itself on the first service call, or to new owners of freezers.

Immediate delivery. Write us for details and discounts.

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CAST ALUMINUM LIQUID COOLERS

Stainless Steel Multi-Circuit Cooler for Beer and Beverage applications.

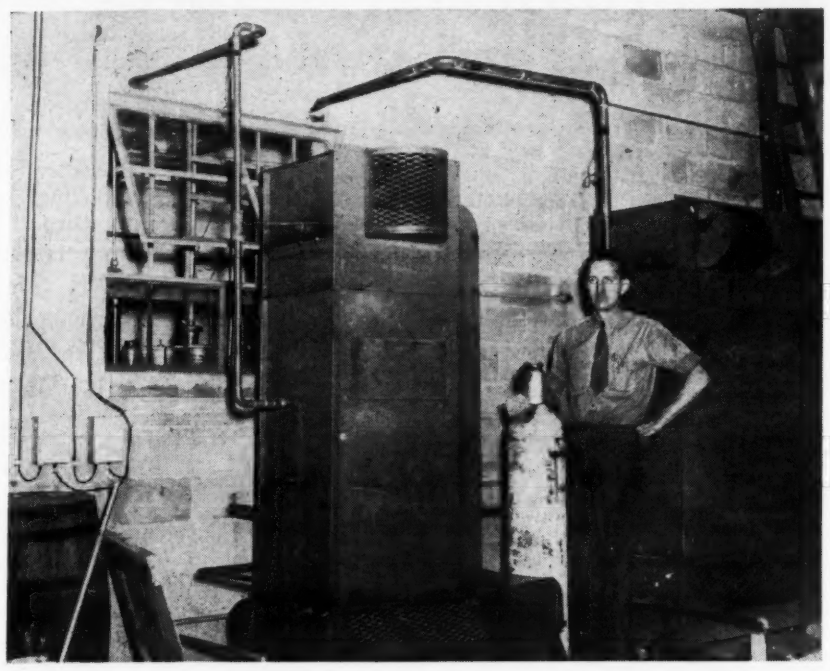
Other models available with Single or Multi-Circuits for Dispensers — Soda Fountains — Water Coolers.

*See your jobber for literature. Ask to see the Complete Heat-X Line.*

THE HEAT-X-CHANGER CO., INC.

415 LEXINGTON AVENUE, NEW YORK 17, N. Y. BREWSTER, N. Y.

## *Locker Plant Employs Evaporative Condensers*



**C. R. Vincent, service chief of the Detroit office of Salem Engineering Co., is responsible for maintaining the refrigeration equipment at the Thomas Food Lockers at peak operating efficiency.**

* * *

## Operator Promotes Sale & Use of Home Freezers

*(Concluded from preceding page)*

Mrs. Stella Roska, and sold to customers of the store.

One of the fastest moving lines is frozen pies, that are prepared ready to bake. Cherry, berry, and peach pies have gained great popularity with Thomas customers.

Unusual food specialties prepared and sold in the Thomas kitchens include turkey turnovers—turkey in rich pie crust, ready to bake, and turkey and gravy—solid chunks of turkey meat "ready to heat" in delicious gravy. Another frozen specialty that is gaining in popularity is "beef pasties"—tender uncooked beef in pie crust, ready to bake.

The Thomas kitchens also package their own frozen chickens, asparagus, strawberries, and other vegetables, ready for the customer's locker or home freezer.

Mrs. Thomas believes that in order to have locker customers completely satisfied with the foods stored in their lockers, proper packaging materials should be used. For this reason she carries a complete assortment of frozen food packaging materials, running all the way from cellophane bags to special air-tight cartons costing 6 cents each. Demand for these items is brisk during the current food packaging season.

Because she would like to have more people own home freezers, Mrs. Thomas displays and sells the Firestone freezer, priced at $299.50. This is a vertical model with several drawers. She makes no attempt, however, to advertise home freezers in competition with local appliance dealers. People interested in lift-type boxes are referred to other home freezer dealers in the area.

With all of southern Oakland County becoming more "frozen food conscious" every week, Thomas Food Lockers, Inc. is enjoying a land-office business, other locker plants in the vicinity are loaded to capacity, and appliance dealers report a brisk business in home freezers. Much of this activity is due to the untiring efforts of Mrs. Thomas.

In private life she is Mrs. C. J. Thomas, wife of a Royal Oak dentist. She has combined a career with keeping a home and raising a family.

## Radio Program Ups Frozen Food Sales

PITTSBURGH — Instead of sales dropping off as usual in the summer because of competition from fresh produce, a half-hour radio program sponsored by West Penn Frozen Food Distributors, 116 Blvd. of Allies, has increased sales of frosted food 60% at the 200 stores which West Penn serves.

After acquiring the distributorship of Delaney foods, West Penn went on radio station WWSW's Treasure Chest program once-a-week, offering six bicycles to the three boys and three girls in Allegheny County who have turned in to their credit the most labels from Delaney packages.

To insure fairness instead of young people collecting Delaney labels and there being confusion, people are told when they buy a package to save the labels for the young person of their choice, to write the young person's name and address on the inside of the label, to place all labels in an envelope, seal it, and take it to their grocer.

Grocers do not open the envelopes. They are picked up by company salesmen and brought into the main office at the end of the month-long contest, for counting.

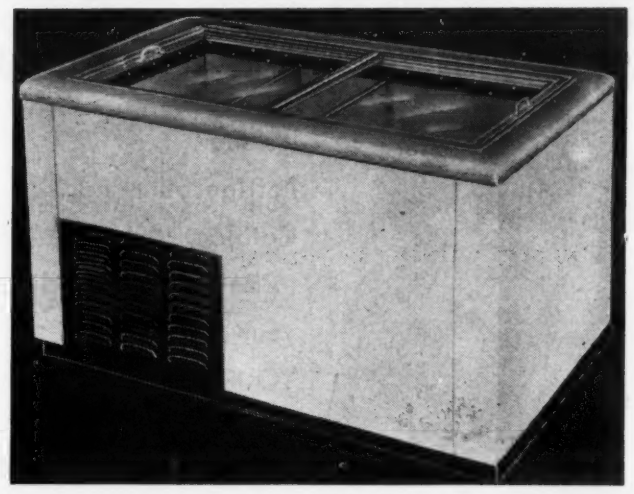
Program originates at 1:30-2:00, unless a baseball broadcast schedules the Treasure Chest program immediately after the game. When ball games in the west start at 2:30, following the Chest program, West Penn has a spot announcement immediately after the game.

## *Wood Conversion Names Donnelly Eastern Head*

ST. PAUL—Wood Conversion Co. here has announced the appointment of R. E. Donnelly as eastern division manager, with headquarters in New York City.

Mr. Donnelly joined Wood Conversion Co. 11 years ago as assistant New York district sales manager.


## A SMALL BOX - *with all* THE BIG FEATURES



**Short of space? Here's a box especially designed for the "small volume" frozen food retailer. Compact—yet packed with all the features of a large cabinet, this box is short in size, long in quality and construction.**

- 10 CU. FT. SELF CONTAINED
- HEAVY GAUGE STEEL CONSTRUCTION
- 2 SLIDING GLASS DOORS
- 5 INCHES HYDROLINED INSULATION
- SAVES EXTRA INSTALLATION COSTS
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- ★ HIGH POLISH STAINLESS TOP
- ★ MAINTAINS ICE CREAM TEMP.
- ★ IMMEDIATE DELIVERY

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. . . now makes suction and discharge valve reeds for leading makes of Hermetic units. Look to Hasco for the best in both conventional and hermetic type compressor parts.

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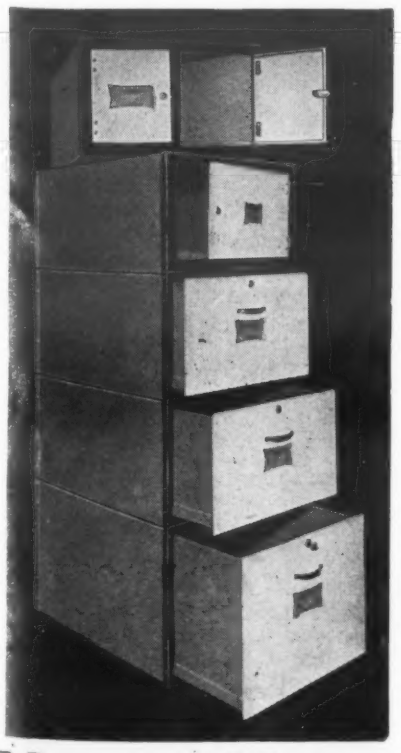
# NOTICE: *Here's The Good News You've Been Waiting For*

**In the past ninety days we have increased our production to such an extent that we are now in a position to take care of your requirements, when absolutely necessary, within thirty days or less. However, where possible, we would appreciate a shipping schedule of ninety to one hundred twenty days.**



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your requirements. Remember that MASTER is the first-cost, last-cost locker. Backed by 12 years experience.

*Endorsed by and sold through distributors of refrigeration and insulation.*

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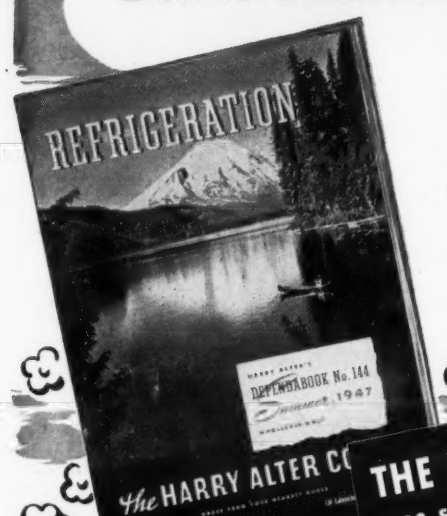
*The* **NEW** *Harry Alter*

*Summer* **DEPENDABOOK No. 144** *is* **OUT!**




It's the Refrigeration Parts Catalog you can't afford to be without. Send for your copy TODAY, on YOUR letterhead, please.

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# Refrigeration Problems
## And Their Solution

*By P. B. Reed*

**For Service and Installation Engineers**

**Manager, Refrigeration and Air Conditioning Division, Perfex Corp.**

## Making Money In a Service Business (5)

### INVENTORY SHRINKAGE

There is another kind of depreciation that usually is not referred to as depreciation. It is the depreciation in value of your merchandise on hand, and it is often called "inventory shrinkage." Prices on merchandise fluctuate to some extent. If the merchandise carries manufacturer's list prices, these are subject to change by the manufacturer as his costs vary.

If you have several condensing units on hand and the manufacturer drops the list price, the value of those units in your inventory has depreciated, and the difference in what you paid for them and what they would now cost you is your inventory shrinkage.

In normal times, prices fluctuate upward and downward and it may not be necessary for the small operator to take this possible source of loss into consideration. As times get better, prices rise and he has an inventory gain; as times get bad, he has inventory shrinkage, and one may offset the other.

### A WARNING

Present business conditions are far from normal. The business that has a large inventory, (a large stock of merchandise) bought at high prices, would do well to take into consideration a possible loss due to inventory shrinkage. He should set up a reserve to meet inventory shrinkage. Again, Government limits how much he can reserve for that purpose.

Another of those Hidden Costs is Interest on Investment. It is a definite cost of doing business but is frequently overlooked. It simply means that money is worth its hire and has to be paid the same as labor or any other service.

It can be most easily understood from an example. Let us say that a contractor (or for that matter, any other businessman, grocer, tavernkeeper, shoe merchant, etc.) has $10,000 invested in the business. He has spent most of it, but has some of it on hand for current use and some as surplus including depreciation reserve, bad debt reserve and other reserves for special purposes.

Some of the money that he spent went for equipment; trucks, tools, shop machines and benches, office furniture, sales promotion material, fixtures, and all those things that are necessary to the operation of the business but are being amortized into surplus over their useful life.

Some of the $10,000 went for direct labor and some for merchandise for resale; parts, tubing, fittings, motors, compressors, complete units or appliances.

Some of his investment was spent for intangibles; advertising, setting up an accounting system, salaries to employes that the newly formed business could not, as yet, support, and other expenses that have to be paid but leave nothing visible to show for themselves.

Some of his money is "tied up" in Accounts Receivable,—Money owed to him. Most of them are collectible but are not yet due; others are bad debts that will have to be written off and charged against a reserve set up for that purpose.

Whatever the money went for, it had been spent on and invested in the business. Suppose that he borrowed all of the $10,000. Then he had to pay interest on the loan. Assuming the rate of interest to be 5%, the use of that $10,000 for one year cost him $500 so, since the business is using the money, it should pay this $500.00.

Even though he had the money and did not have to borrow it, he is still due the $500 for, instead of putting it in the business he could have lent it to someone else or invested it in reasonably safe securities at $5% interest that would have paid him $500 per year.

Interest on Investment must be recognized as a part of the cost of doing business but it is not included in costs. It is simply kept in mind when considering the amount of net profit, especially in the proportion of net profit to the amount of money invested.

If the owner of a business put $10,000 into it, the $500 or 5% of the $10,000 is not charged into Direct Costs or Overhead. Nevertheless at the end of the year it is an important item to consider as to whether or not the business was a good investment.

For example: Suppose that it requires an investment (capital) of $10,000 to buy the tools, trucks, furniture, typewriter, tools, parts, installation material and all of the other equipment and material needed to carry on the business. In the course of the year a volume of $40,000 was done on an investment of $10,000.

Therefore, the $10,000 was "turned" or reinvested four times (40 ÷ 10). The oftener the capital can be "turned" the greater the volume of business that can be done on a given investment.

If the business makes a net profit after taxes of $3,500 for the year, then it makes a *return on the investment of 35%* ($3,500 ÷ $10,000), although it also made a *net profit (after taxes) of 8.75%* which is the net profit ($3,500) divided by the net sales ($40,000).

The "interest on investment" item must, therefore, be considered, although in any well regulated business the return on investment should be quite high as compared to that possible from government bonds or other fixed return or similar "safe" investments.

### CAPITAL IS WORTH ITS HIRE

The business used his $10,000 and must pay for its use, just the same as it has to pay rent to use the building or has to pay for any other service. As time goes on and new money is put into the business for expanding it, or as surplus grows out of undistributed profit, the capital (amount of money invested in the business) grows, and the interest on that invested capital tends to

*(Continued on next page)*

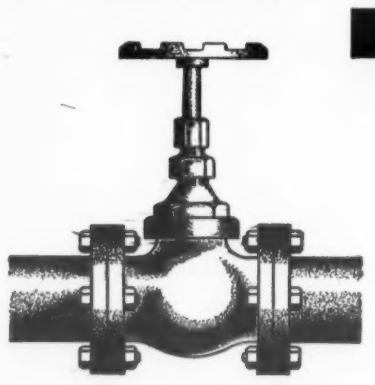

**MODERN REFRIGERATOR PLANT FOR SALE**

Located in good steel center city. Fully equipped with modern metal and wood-working machinery in one story building of over 40,000 square feet and additional land for expansion. In full operation on commercial coolers with dealers everywhere. Sale to include buildings, land, equipment and good desirable inventory.

Box 2407, Air Conditioning & Refrigeration News



# NEW USE FOR THORS



## on Valves, Flanges & Headers!

THORS which is a great helper in preventing sticking freezer doors and in defrosting coils and plates now has another important job—on and around valves, valve handles, flanges and headers. THORS reduces the icing-up of valves—makes them easy to open and close *at any time!* That's worth plenty in an emergency!

Instead of the ice which clings on tight without THORS and has to be pounded off at the risk of real damage—*after a coating of* THORS the ice that accumulates comes off easily. Just a light tap and it falls off *with no damage* to valve or stem! THORS also acts as a lubricant between valve stem and packing and it tends to protect the valve stem against corrosion.

When THORS is used on flanges, it permits flange nuts to be tightened up easily and quickly, preventing leakage of the refrigerant. Flanges should be coated with THORS so that the ice can be *gently and easily* tapped off the flange whenever the nuts are to be tightened.

THORS is a clean, odorless, semi-solid product which will not corrode black iron, alloy, steel and galvanized metal surfaces. It is inexpensive—it lasts a long time—it saves you money for costly freezer repairs.

**THORS**

**YOU CAN'T LOSE!**
For further information, mail coupon or consult your supply dealer.

**STANCO DISTRIBUTORS, INC.**
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Please send me without obligation free literature on THORS.

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**IT'S MORE THAN JUST ANOTHER REFRIGERATION PLATE**

In thousands of freezer cabinets, frozen food locker plants, sharp freeze shelf stacks and similar equipment all over the country Hubbell-Yoder Refrigeration Plates are doing the job better than it has ever been done before, and at a lower cost. They have established a new and vastly higher standard of operating efficiency and economy for low temperature refrigeration. They have set up a new mark for all other freezing units to shoot at.

That briefly, is what the Hubbell-Yoder system of Complete Surface Freezing means when the chips are down. Would you like to know how it can be adapted to your requirements? Write, wire or phone.

HUBBELL YODER REFRIGERATION PLATES

**THE YODER CO. *Refrigeration Division***
5500 WALWORTH AVENUE • CLEVELAND 2, OHIO

# Armed with Proper Reserves, Small Firm Can Weather Adverse Business Conditions

*(Continued from preceding page)*

reduce the return on investment unless the amount of Net Profit increases in proportion.

A company could be over-capitalized, if it had so much money in surplus or idle property that the interest on investment would be an excessively large item. That is rarely the case for Taxes would be expensive. The opposite—Under-capitalization, not enough money to work with, is far more prevalent and is, in fact, one of the most common immediate causes of business failures.

Prosperity is in some ways a dangerous thing. While times are good, volume is high, money is free, profits are big and it is a comparatively easy job to make money.

A slack period comes, volume drops off, prices decline, expenses stay high after profits have shrunk, inventory depreciates, money gets tight, creditors start to needing money and become insistent about overdue accounts. Those are the times when a head of a business must be a Businessman. If he isn't, he may find his business wiped out and himself looking for a job.

### RESERVES

Reserves are special "savings accounts,"—money laid aside to take care of specific, planned, future expenditures. They are a part of the surplus money on hand, but they consist of money ear-marked for specific purposes and not to be used for other purposes.

As previously discussed, one reserve is the Depreciation Reserve, built up out of profits to provide money with which to buy new equipment when the old wears out.

### FREE SERVICE RESERVE

Another example of a reserve. A Dealer sells freezers, and included in the price to the customer is an amount to give him free service for one year from date of installation. Suppose that the dealer spent this free service for other purposes—perhaps that he really couldn't afford.

Business drops off, he finds himself badly pinched to go ahead with those free service calls for which he is obligated and the advance pay for which he has taken, and spent for something else. If he had put 90% of that money into a Free Service Reserve, and charged all direct labor, material and overhead against that reserve, the money would have been there to carry the expense.

It might mean the difference between survival and bankruptcy for him to have a Surplus, including definite Reserves to work against, and fall back on if needed.

### SALES ALLOWANCES TO SERVICE DEPARTMENT

If you merchandise refrigeration equipment as well as do service and installation work, every case, cooler, freezer, store cooler or other piece of equipment that you sell should have in its price, whether you quote it to the customer separately or not, an allowance for installation and an allowance for free service during the 90 days, one year or five year period that you have promised the customer. Those allowances are really reserves and they should be credited over to your Service Department and put into their Free Service Reserve.

Can the equipment be installed for the amount you allowed? Can free service during the guarantee period be performed for what you allowed? Presumably you included these amounts in your price to the customer. Were they enough or did they run over and eat into your profit?

You should *know*: You should know on *every sale* and you should know for every month and for the entire year. You should know on every service job. You should know for every month and you should be able to total these figures for the year so that you can properly analyze them, and if need be, revise your mark-ups, increase or decrease your reserves or make any other changes in your plans for the future that may be required in the light of your experience over the previous year.

### THE BUDGET

Your plans for the coming year include how much business you expect to do, how much it will cost to do that much business and how much profit the business will make. Your plan, put on paper, item by item, month by month, dollar for dollar, is called a Budget and it will be discussed in a future article.

## H. G. Frame Elected Head Of Charleston RSES

CHARLESTON, W. Va.—Harry G. Frame of the Frame Refrigeration Service, Inc., has been re-elected president of the Charleston chapter of Refrigeration Service Engineers Society.

Other officers elected were: L. C. Black of the Heating & Cooling Co., Inc., first vice president; E. P. Whisenhunt, second vice president; Walter Miller of Refrigeration & Appliance Parts Co., secretary; Joseph W. Price, of Heating & Cooling Co., Inc., re-elected treasurer; and George Hopkins of Hopkins Electric Co., sergeant-at-arms.

Board of directors, headed by L. C. Black as chairman, includes E. E. Sigmon, of Sigmon Refrigeration Service; R. H. Amick, of Amick Refrigeration Co.; and E. A. Wiley, of Woodrum Home Furnishing Co.

## Form Jacobson Appliance Co.

NORFOLK, Neb.—Milford Jacobson and Edwin Chapman have chartered the Jacobson Appliance Co. here to deal in home appliances. The firm's capitalization is $10,000.

## This Year over 7,500 May Attend Intensive New Westinghouse Service Training Program

MANSFIELD, Ohio — One of the largest and most comprehensive service training programs ever sponsored by the Westinghouse electric appliance division is now being conducted throughout the country, L. K. Baxter, manager of the service department, has disclosed.

Every appliance made by the division as well as such refrigeration specialties as water coolers are covered by the schools, he declared.

He said that he expected more than 7,500 men to attend the 200 odd schools being staged this year. The program got under way last April.

The school program has been so set up that a whole day's work can be concentrated on one appliance or the entire line can be covered in four days, Mr. Baxter explained.

In this way, the school can meet any local condition, he said. A dealer can cover one or two appliances now and finish the program later in the year. Or he can complete the whole course at one time.

New props have been selected to be easily understandable to new men who haven't had Westinghouse service training and that will still interest and inform experienced mechanics.

Preparation for the 1947 school program was begun last February when 14 service supervisors were brought to the plants here and at East Springfield, Mass. for three weeks of intensive training, Mr. Baxter declared.

After witnessing a master school put on by the headquarters service staff, they were required to put on duplicate schools using staff supervisors as instructors, Mr. Baxter explained.

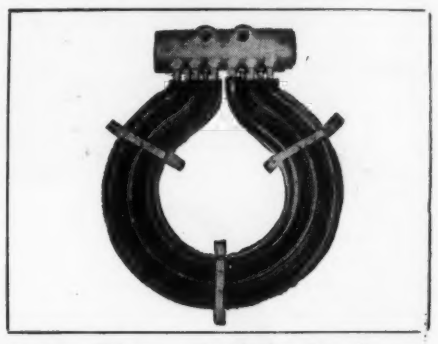
Duplicate scripts, props, and training instructions have been given to Westinghouse distributors for meetings with their own service personnel and for training new dealers as they are franchised, according to Mr. Baxter.

## Acme Jackson Plant Expands

JACKSON, Mich. — An entirely new building is being built as an addition to its factory here by Acme Industries, Inc.

The new building, 100 x 150 ft., will be devoted exclusively to the increased production of Acme's new models of evaporative condensers and floor type unit coolers.


**ROME-CONDENSER**
★ Jointless Type ★



Rome Water Cooled Condenser Coils insure trouble-free condensing equipment. Used by leading compressor manufacturers

**ROME-TURNEY RADIATOR COMPANY**
222 CANAL ST.
ROME, N. Y.

**STEEL WORK BENCHES**
IDEAL FOR ALL TYPES OF WORK

SIZE 28" x 72"
MADE BY
LYON METAL MFG. Co.
SEND FOR SHOP CATALOG

$26.35

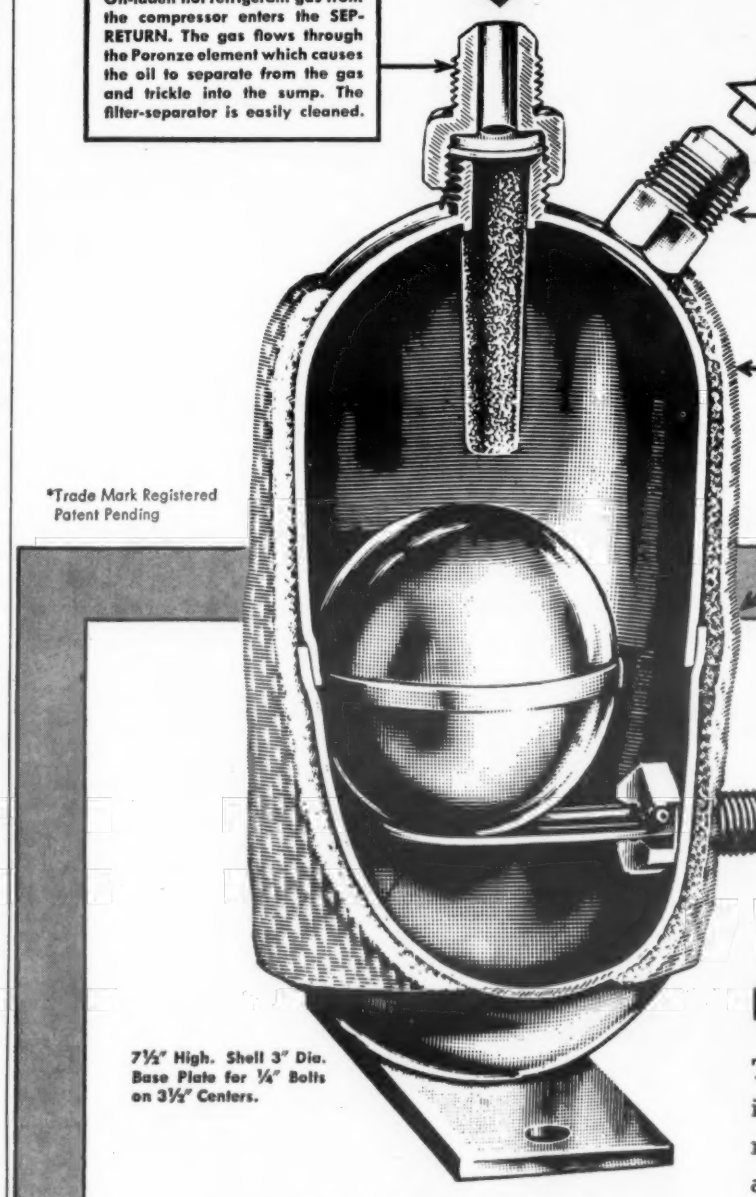
**CHASE** REFRIGERATION SUPPLY COMPANY
546-48 West 119th St., Chicago 28, Illinois

**MULTIPLEX**
*Refrigeration Condensing Units*

NOW AVAILABLE
Complete with motors in
¼, ⅓, ½, and ¾ HP sizes
*Inquiries From Jobbers Invited*
Multiplex Manufacturing Co., Berwick, Penna.

**LOWEST PRICE ON THE MARKET**

**SEP-RETURN**
AUTOMATIC OIL SEPARATOR AND RETURN


Oil-laden hot refrigerant gas from the compressor enters the SEP-RETURN. The gas flows through the Poronze element which causes the oil to separate from the gas and trickle into the sump. The filter-separator is easily cleaned.
The gas now free of oil leaves the SEP-RETURN through this exit port on its way to the condenser.
Steel shell of SEP-RETURN is insulated with sheet asbestos cover to improve efficiency.
Top and bottom halves of shell are joined by silver brazing after assembly.
When enough oil accumulates in sump, float ball raises and opens needle valve permitting oil to return to compressor crankcase.

*Trade Mark Registered Patent Pending

7½" High. Shell 3" Dia. Base Plate for ¼" Bolts on 3½" Centers.

Inlet and Outlet ⅜" SAE. Oil Return ¼" SAE. For Use on Systems Up to one-third H.P.

No. 400 List Price $8.00

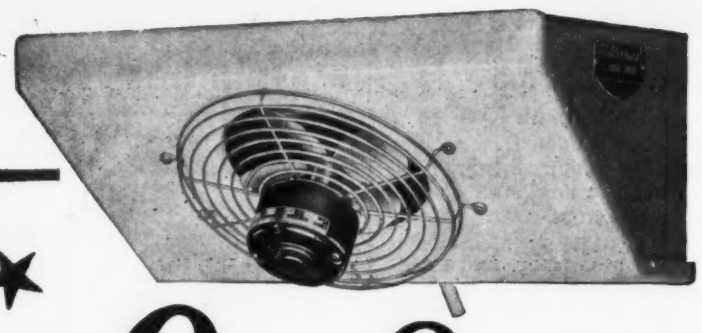
*Buy from your wholesaler*

**SEP-RETURN* PAYS FOR ITSELF**

This amazing SEP-RETURN unit is easily installed and pays for itself in a matter of months by reducing the electric power bill and providing more efficient refrigerating. On new jobs the SEP-RETURN makes it possible to use smaller compressors.

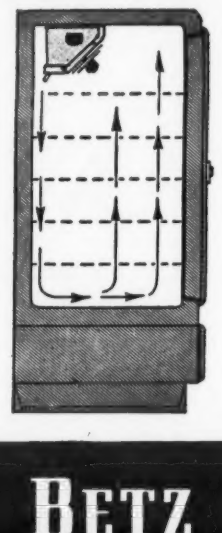
*IT SAVES MONEY—IT MAKES FRIENDS*

**WABASH MANUFACTURING CO.**
2642 S. MICHIGAN AVENUE
CHICAGO 16, ILL.



# Less Space MORE COOLING WITH THE New Filterpure CEILING UNIT with Air Purification

★ Only 8½" high—No lost shelf area. Positive air circulation. Made in various capacities for boxes 20 to 90 cubic feet



FOR
REACH-INS
FLORIST BOXES
DAIRY CASES
BACK BARS, ETC.

*Sold by Leading Refrigeration Wholesalers*

BETZ CORPORATION
HAMMOND • INDIANA


## Fabricating Supplements Wholesaler's Operations

PITTSBURGH — Neil Supply Co. here has developed an excellent fabricating business to supplement retail and wholesale refrigeration sales, reports Paul L. Neil, owner.

Neil's dollar volume is considerable for a three-man outfit. Prefabricating of stainless steel now comprises 60% of the business. Retail and wholesaling of refrigeration compressors, cooling coils, dispensing equipment, account for the remainder.

Fabricating department started strongly two years ago when restaurant people went to Neil's refrigeration service and demanded that he make prefabricated items to specifications and send them the bill.

"So many people contacted us," Neil explains, "that we finally went to a lot of effort to get tools and machinery. This trade has filled our spare time ever since, without us even soliciting."

Neil's fabricating setup was organized after both of Neil's sons wrote home before V-E Day suggesting the business be expanded to include them. Now one son handles air conditioning, the other the metal shop fabricating.

## *Hyde Heads N. Y. Branch For Herman Nelson Corp.*

NEW YORK CITY — Bruce P. Hyde, Glen Ridge, N. J., has been appointed manager of the New York branch office of the Herman Nelson Corp., manufacturer of heating and ventilating products, it is announced by Charles S. Stock, sales manager.

Associated with Mr. Hyde in the New York branch office will be Charles E. Wandas who has served as a product application engineer with the Herman Nelson Corp. for a number of years.

Richard M. Burbank recently joined the staff of the Boston branch office as product application engineer, under W. N. Murray, manager.

## *Airtemp Outlines Sales Plans for Dealers*

**W. B. Shirley, director of heating for Chrysler Airtemp, is touring the country to outline the company's plans on heating to its dealers. Taking a close look at a year-round air conditioning plan are E. C. Fox (Lansing), Harry Schram (Ferndale), Marvin Kirn (Detroit), Dan Lewis (Detroit), Divisional Manager E. A. Ham, Mr. Shirley, C. R. Beltz (Detroit), Frederick Breitmeyer (Mt. Clemens), and Bernie Lange (Saginaw).**

* * *

# 2-Million Furnace Market Cited as Airtemp Prepares Its Dealers for Fall Sales Drive

DETROIT—There's a replacement market of 2,000,000 furnaces this year, W. B. Shirley, director of heating for Chrysler Airtemp, told Michigan dealers at a recent one-day sales meeting in the Book-Cadillac hotel here.

Now engaged in a series of sales meetings that will take in the entire country, Mr. Shirley explained that he is attempting to prepare Airtemp dealers for the sales job that is just ahead in the heating and year-round air conditioning market.

Divisional and regional managers are aiding in this presentation of new sales helps and guides that have been developed. At the Detroit meeting Divisional Manager Everett A. Ham and Regional Manager Ray Jones helped conduct the meeting for the seven full-line Airtemp dealers and several of their employes who attended.

Airtemp's broad advertising plans to promote heating were also outlined for the dealers by Ted Grace of Grant Advertising, Inc., in Detroit, the Chrysler Airtemp agency.

### *'Interim' Catalog Available*

A full-line "interim" catalog, complete package sales kit, accordian folders, booklets (including one on "How to Sell Chrysler Airtemp Home Heating"), and eight sound-slide films have been prepared for their use, the dealers were informed. Two of the films are intended for training of salesmen, while the other six may be employed for both sales training and showing to prospects.

"Prime objective of the replacement heating salesman is to get into the basement so he can find those worn-out furnaces," Mr. Shirley told the dealers, pointing out that the replacement business is relatively much more important and profitable than the new-home installations.

The latter can't be ignored, he said, "but we don't want too much of it."

Airtemp expects to produce some 97,000 oil and gas-fired furnaces this year, and altogether will market between 125,000 and 150,000 units, according to Mr. Shirley.

The total market, however, he estimates at 2,000,000 this year. Annual furnace replacement market normally amounts to about 450,000, but to this should be added another 1,500,000, representing those which should have been replaced during the war years but weren't due to wartime shortages, he explained.

As an aid in making sales, the new package sales kit should be of great assistance, Mr. Shirley told the dealers. Based on the theme of "More Comfort for Your Home," this kit will be supplied with an easel and is designed for evening presentations in the prospect's home—"the best time to sell in the replacement market," he added.

"And in closing a sale I've generally used an 'authorization' rather than having the prospect sign an 'order,'" commented Mr. Shirley. "It always seem to make it easier for the prospect to have him 'authorize' the installation instead of having him sign an 'order' blank."

Commenting on the problem of locating prospects, Divisional Manager Ham related how one dealer once offered $50 for the "oldest furnace in town."

"It was amazing the number of prospects he got."

Despite the fact that many utilities have stopped installation of gas-burning equipment, there still is a market for gas-fired furnaces, which will become increasingly important, asserted Mr. Ham.

Many of the existing gas jobs are conversion burners, and most of these will, or should be, replaced ultimately with furnaces designed especially for gas because the latter are more efficient, he explained. Gas utilities will cooperate in this, and he further declared that even today new installations are being made in utilities' "high pressure areas."

The whole problem of setting up a sales organization, particularly the hiring and training of salesmen—was discussed in detail by Mr. Ham. To find applicants for these selling jobs he suggests five sources: display want-ads, classified want-ads, government and private employment agencies, college placement bureaus, and friends.

"When interviewing an applicant be sure to explain the job thoroughly and give him the whole story. Have the would-be salesman fill out an application form and use a qualification check sheet in interviewing him. This indicates what questions should be asked.

"The applicant should also be interviewed by the sales department head and the personnel manager. Don't assume all the responsibility yourself of hiring this man; get a majority opinion," he advised.

### *Agree on Compensation*

Compensation ought to be thoroughly discussed, too, so the salesman will have a clear understanding, and this agreement should be put in writing, suggests Mr. Ham.

"In selecting applicants you should consider their aptitude, health, aggressiveness, personal history, and their personality," he continued. "Does the man really like to sell? It is his life work. Is his health good?

"Too many concerns don't bother to check the references supplied by the applicants. You must remember that this salesman will be 'you' when he calls on prospects."

Important factors in training salesmen include factory-sponsored courses, training films, individual coaching, and continuous schooling on product and sales technique.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| | Specialists in Refrigeration | | Less Stock to Carry |
| ✓ | More Ranco Controls in Use | | Greater Customer Satisfaction |
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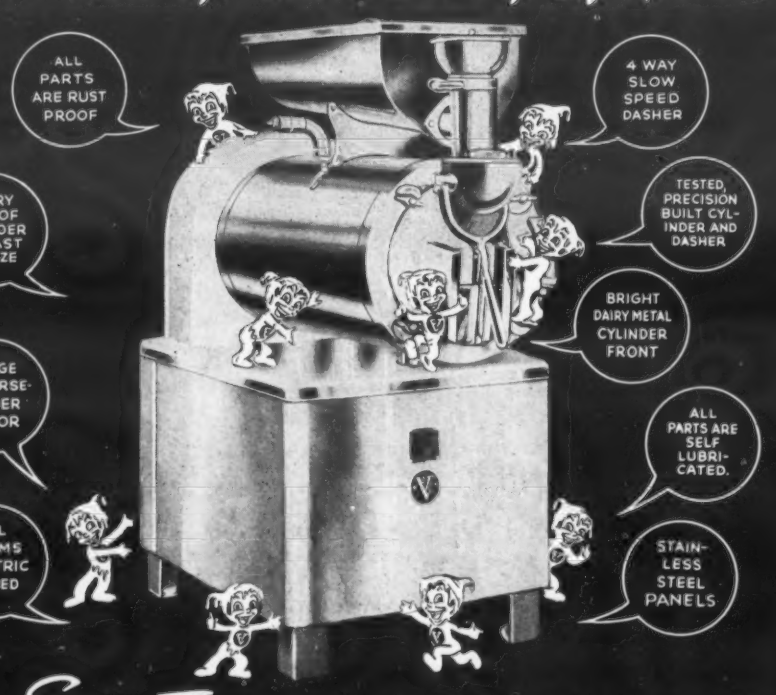
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## Detroit Housewives Learn About Frozen Foods

Above, Miss Nanette Carnahan, home service advisor at Detroit Edison's Highland Park branch, explains preparation of frozen foods. At left, she discusses an individual problem after class.

* * *

## *Utility Freezer Class--*

*(Concluded from Page 1, Column 4)*

meat loaf, rolls, and angel food cake that had been frozen two weeks before. These were served as a snack at the end of the demonstration.

In addition to the demonstration, the women received a booklet prepared by the National Electrical Manufacturers Association, "How to Get the Most Out of Your Home Freezer," giving specific instructions on freezing various kinds of meats, fruits, and vegetables.

Recommended to them were a book of 91 freezing recipes and "Into the Freezer and Out" by Tressler, Evers, and Long.

The Edison Co. intends to continue the Tuesday evening classes on home freezing as a follow-up to the work done in the first session.

Typical questions asked by the women at the opening session were:

How do you keep the wrapping from sticking to the frosting on a frozen cake?

Should wrapped bread purchased at a store be wrapped again before being placed in the freezer?

When meat has set for several hours and is not yet thoroughly thawed, can the wrapping material be removed to hurry the process?

When cooking frozen leafy vegetables, is it necessary to add water?

Can I just put sugar on black raspberries before freezing, or must I use syrup?

Should meats be seasoned before freezing?

A small questionnaire, turned in by the ladies at the end of the meeting, revealed that they were very much interested in more classes.

They indicated that they were most interested in learning about the freezing of meats, vegetables, and fruits, and not so much in the freezing of pastries, leftovers, and prepared dishes.

## *Water Heater Bonus--*

*(Concluded from Page 1, Column 3)*

tomers' names and addresses with district managers of the utility.

"The above change does not signify a lessening of West Penn's interest in the water heater business," the utility states. "On the contrary, it intends to continue its efforts to expand this market as rapidly as possible."

In line with this, West Penn said it would soon announce a new co-operative advertising program for dealers to become effective Oct. 1 this year.

## *Utility Urges Plumbers Join In Heater Drive*

PITTSBURGH — The Duquesne Light Co., public utility here, has recently moved to bring plumbing distributors and dealers into its long range program of merchandising electric water heaters.

Because plumbers are the first to know when an old water heater has broken down and a new one is needed, says the utility, it has offered them a chance to sell electric water heaters.

To assist such sales, it has set up a special rate for water heater consumption of electricity during off-peak hours and has proposed to assume part of the installation cost, according to G. A. Gardner, manager of Duquesne's residential sales department.

The utility is currently explaining to plumbing distributors and dealers the potentialities of the market, the benefits of electrical water heating, and, for the dealers, is passing out estimation and installation details, he indicated.

Under Duquesne's plan, heaters with at least 40-gal. reserve thermos tanks will be installed so that they need operate only in off-peak hours and still supply sufficient hot water to last all day.

For this off-peak operation, Duquesne will sell its electricity at one cent per kwh.

The utility's plan also calls for the assumption of part of its installation cost when the customer or dealer makes his arrangements through Duquesne for installation by an independent contractor.

Under this system, the contractor gets his full charge for installation, but the customer pays only the difference between this full cost and what the utility contributes. This difference is said to amount to approximately $10 for water heaters.

This plan will apply to any make water heater as long as it has a minimum 40-gal. reserve capacity and otherwise conforms to standards set by the National Electrical Manufacturers Association.

## *Net Earnings of $1,633,987 Reported by York for 9 Mos.*

YORK, Pa. — Net earnings of $1,633,987, or $1.62 a share, have been reported by York Corp. for the nine months ended June 30.

This compares with $791,062, or 85 cents a share, for the like period in 1946. Net sales showed a corresponding gain, totaling $31,928,125 in the 1947 period, compared with $23,241,448 last year.

## Govt. Metals Subsidies Revived Until June, '49

WASHINGTON, D. C. — Out of existence less than a month, the wartime metals subsidies plan is back with us again. In its waning hours Congress revived the plan and ear-marked $35 million annually for premium payments for the output of copper, zinc, lead, and manganese.

Payments under the plan will be in effect through June 30, 1949 and are retroactive to the expiration date of the wartime plan, June 30, 1947.

A total of $300,000 has already been appropriated by Congress for the administering of the program through the Reconstruction Finance Corp. According to the head of the RFC, John D. Goodloe, the $35 million ceiling on subsidies is too low. He pointed out that during the past fiscal year approximately $60 million was spent under the premium payment plan.

Sen. Millikin (R. Colo.), sponsor of the Senate bill, argued, however, that it will be the task of the Commerce Department to outline a budget that will operate within these limits.

He declared that even with RFC payments the per-pound market price for the various metals ought not to exceed the following: copper 27 cents; zinc 16.5 cents; and lead 14.75 cents.

## Century Plans Sale of Notes

ST. LOUIS—To finance plant expansion and the purchase of additional equipment Century Electric Co. intends to sell Penn Mutual Life Insurance Co. $1,250,000 worth of notes.


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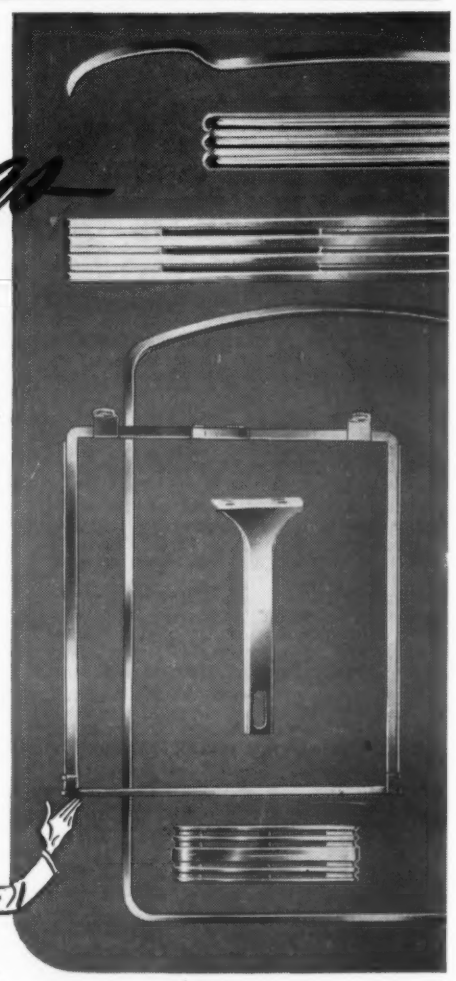

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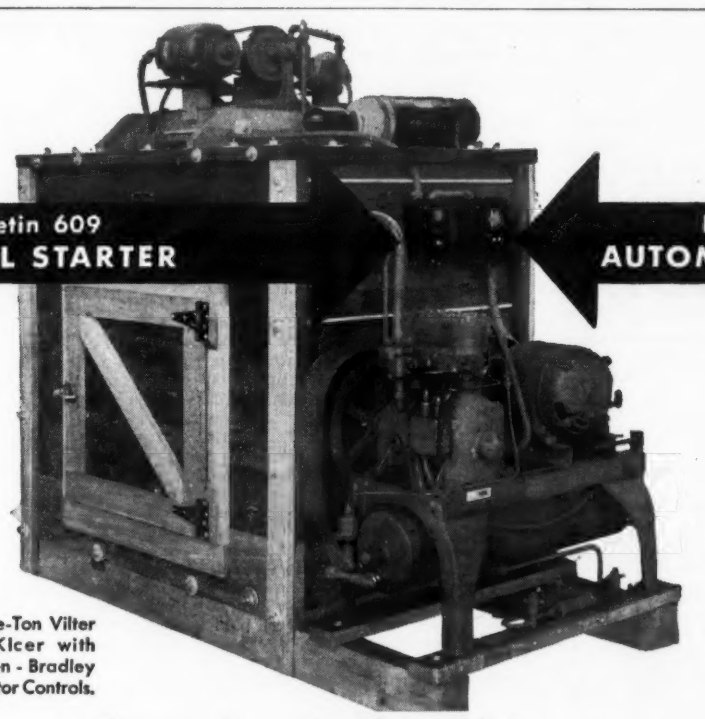


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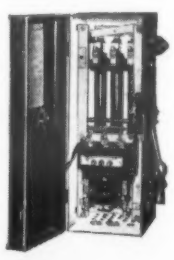

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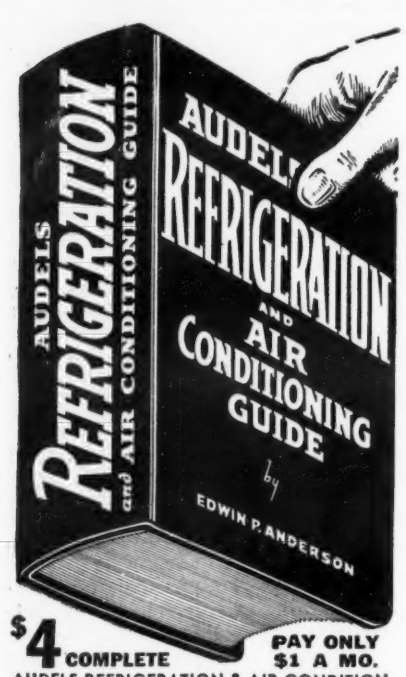


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# PATENTS

## Week of April 29

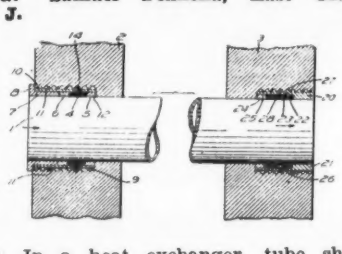
### (Continued)

**2,419,877. PROCESS OF IMPROVING AND PRESERVING FOOD PRODUCTS. Clarence Birdseye, Gloucester, Mass., assignor to Dehydration, Inc., Gloucester, Mass., a corporation of Massachusetts. No Drawing.**

1. The process of preserving and improving moisture-containing food products, which includes the steps of first dehydrating the product to remove a substantial fraction of its original moisture content, then immersing the partially dehydrated product in a liquid refrigerant containing a flavoring ingredient, thereby freezing the product with an accretion of moisture content and flavoring ingredient and in substantially the natural shape of the fresh product.

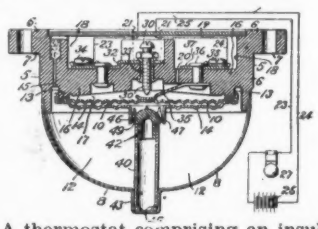
## Week of May 20

**2,420,721. CONDENSER TUBE PACKING. Samuel Pennella, East Orange, N. J.**



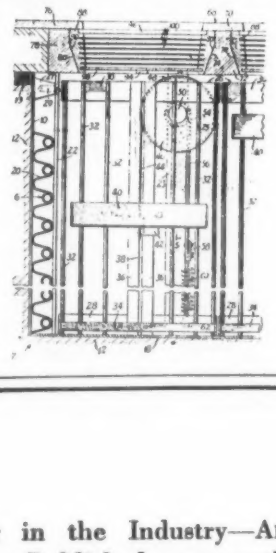
1. In a heat exchanger, tube sheets, fluid circulating tubes, said tube sheets provided with openings to receive the ends of said tubes and with countersinks about said openings terminating in internal annular shoulders, the walls of said countersinks being roughened, packing for forming a fluid-tight seal between the tubes and tube sheets, each tube packing including a thin fiber confining sleeve swellable when wetted which sleeve is distorted radially outwardly into the recesses of the roughened portion of the countersinks when driven thereinto.

**2,420,775. THERMOSTATIC SWITCH. William B. Griffith, Stone Harbor, N. J.**



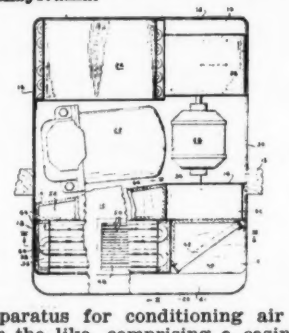
1. A thermostat comprising an insulating support, terminals upon said support adapted to be included in an electric circuit, a shell forming an air chamber mounted upon said support, a wall forming part of said chamber adapted to be distended by expanded air for closing the circuit between said terminals, a tubular container positioned in said chamber between said wall and said shell, a tubular socket upon said shell upon which the container is mounted for movement perpendicular to the plane of said wall, means fusible at a predetermined temperature adapted to secure the container upon said socket, and expansive medium within said container tending to move the latter relatively to the socket into engagement with said wall upon the fusing of said means and distend said wall into circuit closing position.

**2,420,879. TRANSPARENT THERMAL INSULATION. Charles H. Herter, New York, N. Y.**



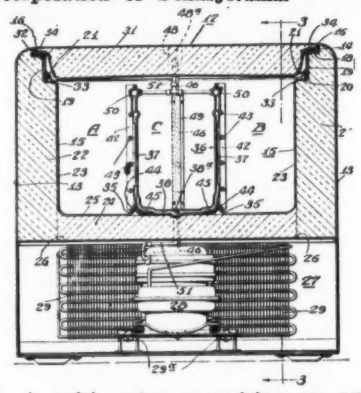
1. In refrigeration apparatus of the character described, the combination of: a cabinet having a horizontal top opening; and a horizontally slidable door means providing a removable closure for said opening comprising, a frame of insulating material extending around the edge of said opening, and a plurality of sheets of transparent material within said frame including a pane of glass forming the surface which is the outer surface of the door means when the door means is in position to close said opening and a pane of synthetic resin having a lower thermal capacity than glass which is the inner surface of said door means when said door means is in position to close said opening.

**2,420,939. AIR CONDITIONING APPARATUS. Arthur H. Eberhart, Springfield, Mass., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania.**



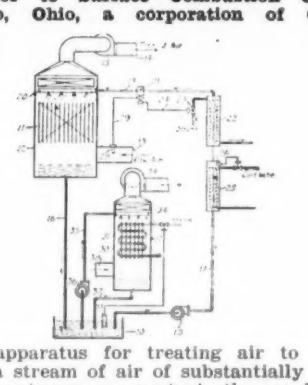
1. Apparatus for conditioning air in a room or the like, comprising a casing including an evaporator compartment, an evaporator in said compartment, a fan for delivering air to be conditioned to said evaporator compartment, the apparatus having an inlet for admitting air to be conditioned to the intake side of said fan and having an outlet for discharging conditioned air from said evaporator compartment into said room, and a silencing chamber for receiving air from the discharge side of said fan, there being a restricted opening leading from said chamber to said evaporator compartment.

**2,420,971. MULTITEMPERATURE REFRIGERATOR. Frank D. Peltier, Horsham, Pa., assignor, by mesne assignments, to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania.**



1. A refrigerator comprising an outer shell, an inner liner within and in spaced relation to said shell and having a bottom and side walls, said bottom wall having transverse dam members, and a substantially U-shaped evaporator having outwardly flaring flange portions at the bottom of each vertical side wall thereof and forming with the latter saddles for straddling said dam members thereby to provide means for rapidly and accurately positioning said evaporator in the liner.

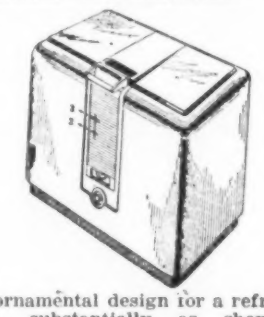
**2,420,993. AIR CONDITIONING APPARATUS. Gilbert A. Kelley, Toledo, Ohio, assignor to Surface Combustion Corp., Toledo, Ohio, a corporation of Ohio.**



In apparatus for treating air to produce a stream of air of substantially constant water vapor content, the combination which comprises a dehydrating chamber to which initially separate streams of air and hygroscopic liquid are conducted for intimate contact with each other, means comprising an adjustable control means which is responsive to the temperature of the hygroscopic liquid being conducted to said chamber for maintaining the said temperature substantially constant depending on the setting of said control means, and means comprising a wet bulb thermostat responsive to the wet bulb temperature of the full complement of the air being conducted to said dehydrating chamber for adjusting the setting of the said control means in such direction as to insure an increase or decrease in the temperature of the said liquid in accordance as the said wet bulb temperature decreases or increases, respectively.

### DESIGNS

**146,789. DESIGN FOR A REFRIGERATOR CABINET. Donald E. Dailey, Bryn Mawr, Pa., assignor, by mesne assignments, to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania.**



The ornamental design for a refrigerator cabinet, substantially as shown and described.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PARTS MANAGER, experience fifteen years General Motors Corporation. Frigidaire knowledge material control, receiving, shipping and relative matters familiar service department dealer set-up. Also handle all correspondence. Employed at present. Can furnish excellent references. BOX 2434 Air Conditioning & Refrigeration News.

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WANTED: EXPERIENCED salesmen to represent large manufacturer in commercial refrigeration and air conditioning field, headquartering in Kansas City, Missouri, St. Louis, Missouri, and Dallas, Texas. Salary, expenses, and incentive basis. Give full particulars when answering. BOX 2417 Air Conditioning & Refrigeration News.

EXPERIENCED REFRIGERATION buyer for large wholesale business. A real opportunity is offered the right man. (Inquiries received in confidence.) BOX 2427 Air Conditioning & Refrigeration News.

A-1 OPPORTUNITY. Service manager wanted immediately by well known established mid-west refrigeration equipment manufacturer. Vacancy due to promotion. 74 man well staffed department. Applicant should be familiar with all phases—rebuilding, customer relations, management. Pleasant working conditions, good salary. Write fully, giving references, replies confidential. BOX 2431 Air Conditioning & Refrigeration News.

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IMMEDIATE DELIVERY—new air conditioning equipment. Weathermakers complete with motor, "Freon" coil, etc. 2 ton to 25 ton. SWSI, DWDI, and twin centrifugal blowers, propeller fans, heating and cooling coils, evaporative condensers, self-contained air conditioning units, condensing units. CONTROLDTEMP CORP., 236 Butler St., Brooklyn 17, N. Y.

FOR SALE—AC motors ½ to 3 hp. single and 3 phase, list price. Immediate delivery. EDISON COOLING CORP., 310 E. 149th St., Bronx 51, N. Y.

QUALITY BOBTAIL fountains; reach-ins, walk-in boxes—wood, metal; dough retarders; double duty cases—stainless steel, porcelain; dairy, florist, bakery cases; ice cream hardening cabinets; thermopane frozen food cases; milk, sandwich coolers; stainless steel back bars; with machines. Equipment made to special order. FRIGITEMP CORP., 931 Bergen St., Brooklyn 16. MA 2-9093.

BRAND NEW compressor units. Copeland model 104 AMC $110.00. Copeland model 154 AMC $127.00. Universal model 150 FH $151.50. All less motors, includes control. 15% deposit with orders. Crated for shipment. Limited number available. JORDON REFRIGERATOR COMPANY, 235 North Broad Street, Philadelphia 7, Pa.

1000 MOTORS, FOR sale, from stock ⅛ hp.—3425 RPM— 3 ph/230 V. (Underrated—easily equal to ¼ hp.) Ballbearing, for vertical or horizontal. Enclosed Fr. ¾ in. shaft. $30 each. This rugged motor cannot burn out. (Glass insulated wire coils.) MODERN SUPPLY CO., 206 Fulton St., New York 7—CO 7-0100.

WE GUARANTEE to meet or beat specs and price on any freezer cabinet, cooler, case, or other item in commercial refrigeration or no sale. Most complete refrigeration line. PITTSBURGH CASE SALES Co., 212-216 Fancourt St., Pittsburgh, Pa. Court 6672.

GET PROMPT shipment from our warehouse stocks everything in commercial refrigeration and store equipment. Phone, call, or write. We guarantee to meet any specs or price or no sale. PITTSBURGH CASE SALES CO., 212-216 Fancourt St., Pittsburgh, Pa. Court 6672.

EIGHT FOOT General beverage coolers, under bar type, sloping front, thirty case capacity, black crackle finish, stainless steel sliding doors and track with coil and blower. Formerly $265.00—special sale at $165.00 F.O.B. Los Angeles while they last, $265.00 with ⅓ HP unit. ROYAL REFRIGERATION COMPANY, 5071 West Pico Blvd., Los Angeles 35, Calif.

FLOAT REPLACEMENTS. For replacing defective high side floats on all household units. Regular charging connection, capillary tube setup, internal strainer and exact mounting plate. Part #2000-Westinghouse (4 hole plate), and #2010 (3 hole plate): Part #2020-Gibson Part #2030-General Electric (DR-1 & DR-2). Part #2040-For general replacement (undrilled plate). $6.75 each. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56.

SEALED CROSLEY TERMINALS. Installed from the outside in a few minutes without opening the compressor. Corrects leaky terminals on all Crosley "F-12" units. Set of three $5.25 (Part No. 1020). Installation tool $.20. Immediate delivery. Money-back guarantee. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

HOME FREEZERS—12 cu. ft.—Nationally advertised brand, less refrigerating unit—$165.00. ¼ HP. AC refrigerating unit—$62.50—priced to sell with cabinet. All prices net—FOB Kansas City, Missouri. 10% with order—Balance s/d/b/l. WESTPORT REFRIGERATION COMPANY, 2605 Ban Brunt, Kansas City, Missouri.

½ HP UNITS complete with motor. $98.50. Other models from ¼ HP to 1 HP at new low prices. All units supplied with motors. Send for catalog 742A. BOX 2405 Air Conditioning & Refrigeration News.

IMMEDIATE DELIVERY 3100 gallons zero seal in 15 gallon containers. 45,000 lbs. sub zero seal 80-90 lb. containers. All new in original packages. Submit bids. BOX 2422 Air Conditioning & Refrigeration News.

50 NEW ½ HP compressors, complete except motors, in crates, "Freon"—sacrifice—$59.00 each. BOX 2430 Air Conditioning & Refrigeration News.

IMMEDIATE DELIVERY: New Gemco or Typhoon 5-ton air-conditioning unit $1100; ¼, ⅓, ½, ¾ HP condensing units; 6-hole ice cream cabinets $135; Bev-food 14 cu. ft. refrigerator-beverage cooler $200 less unit; reach-in refrigerators, freezers, display cases. BOX 2433 Air Conditioning & Refrigeration News.

FOR SALE: New equipment, in original packing. Three Carrier 7H5 7½ HP compressor units; 2 Carrier 15Q2 diffusers; Carrier 15Q6 diffuser; Carrier 15M6 diffusers; Baker 75FS ¾ HP compressor unit. All 40% off list. FOB Indiana. BOX 2435 Air Conditioning & Refrigeration News.

FOR SALE: New equipment, in original packing. Governair type EC113F evaporative condenser; Governair type GUC30 air cooler; 2 Amana 6800 cu. ft. Sectional freezer rooms 93'x15'x6'6" with 4 Carrier WR7 compressor units for zero operation. A1 40% off list. FOB Indiana. BOX 2436 Air Conditioning & Refrigeration News.

### FRANCHISES AVAILABLE

A FEW dealerships available. Warren controlled quality commercial refrigerators. Display cases, beverage coolers, walk-in refrigerators, reach-in refrigerators, open-type refrigerated cases, and other commercial items. Write factory. THE WARREN COMPANY, INC., P.O. Box 1436, Atlanta 1, Georgia.

### BUSINESS OPPORTUNITIES

COMMERCIAL REFRIGERATION & air conditioning, store fixtures, etc. in Detroit. Well established, grossing about $150,000 in specialized field. New building, fixtures, salable inventory, neon signs, all free & clear. Rated Dun & Bradstreet $125,000. Must sell immediately due to health. Price of $50,000 covers everything. BOX 2428. Air Conditioning & Refrigeration News.

REFRIGERATION SERVICE and sales located in large midwest city. Doing a good business. Well established. Will sell at invoice. Will take $5,000 to $6,000 to handle. BOX 2438, Air Conditioning & Refrigeration News.


**FOR SALE**
— IMMEDIATE DELIVERY —
ELECTRIC MOTORS
1,000—¼ H.P., 110 V, 60 cy., 1750 RPM
BALL BEARING, SPLIT PHASE, RESILIENT MOUNT
SUITABLE FOR USE ON IRONERS, WASHERS, FANS & BLOWERS.....$21.50 ea.
500—1/25 H.P., 115 V, 60 cy., 1550 RPM
SHADED POLE, TOTALLY ENCLOSED, FAN COOLED, ROUND BODIED....$10.00 ea.
ADDRESS BOX 2392, AIR CONDITIONING & REFRIGERATION NEWS

*A Helping Hand:*

# West Coast Firms Band Together, Work Out System To Save Cases of Near-Bankruptcy

SAN FRANCISCO—Manufacturers, distributors, and wholesalers out here take a different slant toward bankruptcy. Under the title "San Francisco Board of Trade," they've banded together to help debtor firms about to submerge in the whirlpool of bankruptcy.

Aiming to appraise the business difficulties of financially embarrassed firms before things get too far gone, this 70-year old credit cooperative numbers many of the city's leading companies.

In recent years the Board's methods of helping debtor firms out of rough spots have been so effective that it now acts in about 90% of local business distress cases.

During the past three months alone the San Francisco Board of Trade has handled 319 such cases. When compared with the 539 cases taken up during the entire 12 months period that ended March 31, and the 266 during the year before that, it's readily apparent that trouble is mounting.

Especially is this true among local retailers who comprised all but 19 of the 101 cases handled by the Board during June. Of this total 18 were restaurants, night clubs, and bars; 14 were grocery stores, meat markets, and delicatessens; seven were appliance stores; five were soda fountains and candy stores; three were furniture stores; and three were bakeries.

Among those on the production side of the score sheet were one creamery, four manufacturers of chemicals, four metal products companies, three food processing plants, and an air conditioning plant.

Basically, the Board's system of detection and remedy operates like this:

Bylaws require that any member firm suspecting a debtor company of inability to meet financial obligations, must report this to the Board. Thereupon all members who are creditors of the hapless firm are notified and they meet to decide what should be done.

If agreed that the debtor's status is precarious, they form a creditor committee to devise some practical method of helping the firm in question to meet its debts and still remain in business. Other creditor companies not members of the Board are also invited to take part in the huddle.

Scanning every operation of the debtor firm with a keen eye, the creditor committee is usually able to find some unprofitable function or segment of the business than can be liquidated without endangering the whole. Or perhaps the company's bill collections aren't being made speedy enough. Or there is too big an inventory on hand. In any event, the committee members work with the proprietor of the establishment to find some solution to the predicament.

Obviously, the easiest thing to do would be to liquidate the entire firm and use the proceeds to retire debts. But the Board feels it serves the best interests of the debtor company (as well as its creditors) by keeping the business going.

Where does the Board get the funds to maintain its operations? From dues and fees assessed against both members and non-members. Each of the 343 members pays $60 dues annually. Fees for members are taken care of on a pay-as-you collect basis. Thus against a claim collection of $1,000 or less a commission of 9½% is paid the Board. On larger sums the fee is 5%. Non-members pay 3% or 4% in return for services rendered by the Board in implementing the collection.


**For Sale:**

Two 7½ HP, SE 94 Servel 2 stage low temperature Refrigerating Units complete with coils, controls and 220-440V. 3 phase motors. All in First Class Condition. Call or write G. B. Tuthill, C. G. Conn Ltd., Elkhart, Ind.



**AIR CONDITIONING condensers and coolers designed and built FAST**

We design, build, retube or rebuild quickly any unit with tubes, standard or special, for Freon, ammonia, $CO_2$. Materials on hand for prompt delivery. Emergency maintenance work 24 hours a day, anywhere.

Condenser Service & Engineering Co., Inc.
88 River Street, Hoboken, N. J.
Phone HOboken 3-4425. After 6 P. M. or Sundays, HOboken 3-4429


## *Jones, Ex-ASHVE President, Succumbs to Heart Attack*

BOSTON — W. T. Jones, a past president of the American Society of Heating and Ventilating Engineers, died here recently as the result of a heart attack, the Society has announced.

Mr. Jones, who would have been 64 years old on Aug. 14, was treasurer of the engineering firm, Barnes and Jones, Inc., which he and William E. Barnes formed in 1921.

Mr. Jones was president of A.S.H.V.E. in 1933. He had served as second and first vice president the previous two years. Prior to that, he had been a member of the Society's council for six years.

## Fischer Named to Sales Post With Wood Conversion Co.

ST. PAUL—J. D. Fischer has been named manager of specialty product sales for Wood Conversion Co., according to D. M. Pattie, vice president and general manager. Specialty products include the K-25 Fiber used in refrigeration insulation.

Mr. Fischer joined Wood Conversion in 1936 as a salesman; in 1943 he became New York district manager for the company.

## Brunswick-Balke-Collender Nets $329,598 In Profit

CHICAGO—A total of $329,598 is the net profit recorded by the Brunswick-Balke-Collender Co. and subsidiaries for the six months ended June 30. This compares with $175,290 for a similar period in 1946.

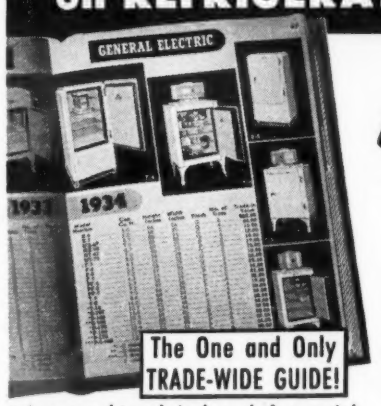
The firm numbers commercial refrigerators and frozen food cabinets among its products, and a net sales figure of $12,074,529 for the first half of this year as contrasted with $7,742,145 last year. Earnings of 58 cents per common share were over twice that of 1946.

## *Apex Reports Net Profit of $935,654 for 6-Month Period*

CLEVELAND — Apex Electrical Mfg. Co. here has reported a net profit of $935,654, equal to $2.70 per share for the six months ended June 30. $189,685 of the net profit was non-recurring income from settlement of a war claim.

The June quarter showed a net profit of $672,476, or $1.95 per share.


**The STANDARD Reference Manual on REFRIGERATORS and FREEZERS**




*NEW* **1947-1948 EDITION NOW IN PRESS!**

- More than 1150 photographs
- More than 3300 model specifications
- Authentic trade-in valuations for all household refrigerators marketed since 1928.
- Operating data on Merchandising, Promotion, Reconditioning

* *Arranged and indexed for quick reference.*
* *All appraisals have been revised to reflect current market factors.*

***Use the Standard Manual to identify and evaluate every refrigerator and freezer accurately.***

**Bookbound in washable green cloth—320 pages. Pocket Size—4¾" x 6¼". Price—$6.00**

*NOTE — A limited quantity of current (1946) edition still available for immediate delivery.*

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Please enter my order for_____copies of 1947-1948 Manual @ $6.00 each.
Please send me at once_____copies of 1946 Manual @ $5.00 each.

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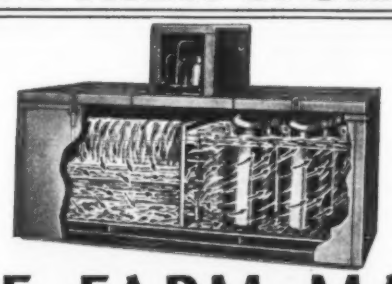
**WILSON** SELF-CONTAINED AUTOMATIC HIGH WATER LEVEL **ZERO-FLOW**

**STOPS MILK SPOILAGE**

**COOLS THE DANGER ZONE FAST**



Wilson ZERO-FLOW MODEL ZF8 HX50

Packaged-Unit Milk Cooler
Sizes from 4- to 24-can capacity

TO CAPTURE AND HOLD **THE FARM MARKET**

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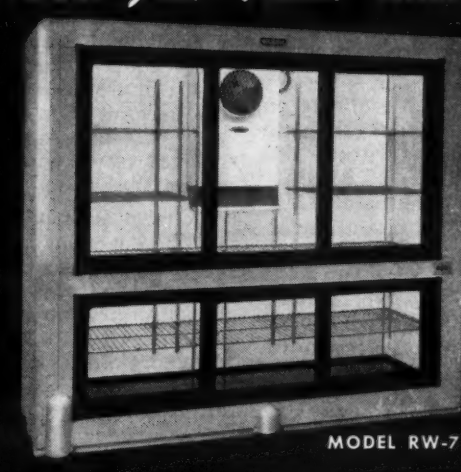
For Franchise Information, Address Dept. 11 WILSON REFRIGERATION, INC., Smyrna, Delaware



FOGEL PHILADELPHIA, PA.

**THE FOGEL "*Full-Vision*" WALL CASE**

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*Showmanship in . . .*

*SELLING!*

The Fogel "Full-Vision" Wall Case is a master showman for the display and sale of *dairy products, delicatessen, packaged fresh meats, fruits, vegetables, flowers, pharmaceuticals, and all perishables.* This beautifully designed, streamlined case features 99% visual display. *Visual display* that INCREASES SALES.

This rugged all-steel case has perfectly balanced Fogel refrigeration . . . guaranteeing years of trouble-free, worry-free, service. Why not order YOUR Fogel "Full-Vision" Wall Cases TODAY, and enjoy the profits resulting from the sales of the *one* case that's in a class by itself. Feel welcome to write for further information concerning this, or other, Fogel quality-engineered cases.

NOW AVAILABLE IN SEVERAL SIZES

One franchise gives you a complete commercial refrigeration line.

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***Quality manufacturers, for almost one-half century, of Display Cases, Reach-Ins, Walk-Ins, and Freezers.***



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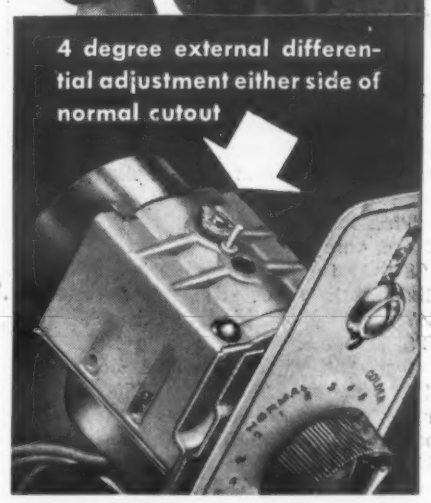
**FOUND IN THE CUTLER-HAMMER REFRIGERATION REPLACEMENT LINE**



Sixty percent of all refrigeration control replacement requirements are met by one Cutler-Hammer control alone . . . the *Universal* Replacement Unit. And where specific control is needed, that need is met by Exact Replacement control items in the C-H line, each individually packed, clearly labelled, complete with dial plate mounting screws, trim washers and full instructions for mounting and adjustment.

The practical advantages gained are: less capital tied up in stock; rapid and regular turnover; speedier completion of each job; greater all-round satisfaction. And in each C-H Replacement unit you will find the results of a 50-year specialization that had led to acknowledged leadership in the control field. Thus, outstanding refrigeration wholesalers recommend C-H Replacement Control and alert service organizations everywhere feature and use it. CUTLER-HAMMER, **Inc., 1362** St. Paul Ave., Milwaukee 1, Wisconsin.

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**ADJUSTABLE MOUNTING BRACKETS**

***Maximum Mounting Centers . . . . 4-3/16***
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Adjustable Cutout Feature—Differential can be increased 4 degrees by turning indicator in "Hi" direction and decreased 4 degrees by turning in "Lo" direction.

Adjustable Range—Turning screw clockwise lowers setting and counter-clockwise raises settings.

Operating knob can be adjusted to meet various evaporator scale settings. New knob is ideal for varying shield thicknesses. Makes *this* control adaptable to wider range of single dial replacement jobs where overload is not required in unit.

CUTLER-HAMMER MOTOR CONTROL C-H

**DOMESTIC, SEMI-COMMERCIAL AND COMMERCIAL CONTROL**

# Sales of Air Units--

*(Concluded from Page 1, Column 3)*

ment. Previous high was the 445 installations made in 1941.

The 517 installations brought 8,487 tons of additional cooling effect to Chicagoans, with an estimated 9,335 total connected horsepower.

No official figures are available on room cooler sales, but one estimate put the number sold at "about 550 units."

More than 65% of the installations were in the size of 7½ hp. and under, with the 5-hp. classification being the most popular.

Restaurants were the No. 1 class of buyers, with offices next, and industrial installations a close third.

### Summary of Air Conditioning Installations In 1946

| | No. Jobs | Tons |
|---|---|---|
| Amusements | 5 | 105 |
| Banks | 11 | 630¾ |
| Barber Shops | 1 | 5 |
| Beauty Parlors | 2 | 6 |
| Clubs | 1 | 10 |
| Doctors & Dentists | 10 | 63½ |
| Funeral Parlors | 6 | 57½ |
| Hospitals | 3 | 13 |
| Hotels | 9 | 153 |
| Manufacturing | | |
| Baking | 7 | 68½ |
| Candy | 9 | 1,099 |
| Printing | 9 | 331½ |
| Miscellaneous | 56 | 205½ |
| General Offices & Bldgs.. | 81 | 1,037 |
| Private Offices | 56 | 340¾ |
| Residences | 8 | 45 |
| Restaurants | 98 | 871¾ |
| Stores | | |
| Candy | 16 | 136½ |
| Clothing | 38 | 542 |
| Drug | 12 | 95½ |
| Food | 6 | 40 |
| Shoes | 10 | 48 |
| Miscellaneous | 46 | 365 |
| Studios | 14 | 161½ |
| Theaters | 3 | 230 |
| **Total** | **517** | **8,487** |
| **Total horsepower** | | **9,335 (Hp.)** |
| Room Coolers (Est.) | 533 | 317 |

### Size of Air Conditioning Units Installed In Chicago In 1946

| | |
|---|---|
| Less Than 3 hp. | 18 |
| 3 hp. | 90 |
| 5 hp. | 176 |
| 7½ hp. | 45 |
| 10 hp. | 61 |
| 15 hp. | 37 |
| 20 to 50 hp. | 53 |
| 50 to 100 hp. | 12 |
| 100 hp. | 5 |
| 200 hp. | 3 |
| 300 hp. | 4 |
| 500 hp. | 1 |
| 700 hp. | 1 |
| **Total** | **506** |

### Total Air Conditioning Equipment Installed In Chicago

| Central Plants | |
|---|---|
| **No.** | **Hp.** |
| 3,470 | 119,529 |
| **Room Coolers** | |
| **No.** | **Hp.** |
| 5,908 | 3,920 |

## *Sylvania 6-Month Net Profit Nearly Triples 1946 Figure*

NEW YORK CITY—Net profit of $1,538,977 after taxes and charges has been reported by Sylvania Electric Products, Inc., and its wholly owned subsidiaries for the six months ended June 30.

This represents $1.33 per common share, compared with 36 cents ($558,468 net) for the same period in 1946. Six-month sales this year totaled $47,756,365, compared with $28,187,728 for the same period in 1947.

For the quarter ended June 30, Sylvania reports a net of $733,635 on sales of $24,219,586 this year, compared with $980,732 net profit on $15,353,597 sales in the same quarter last year.

Superior
VALVES, FITTINGS and ACCESSORIES For All Refrigeration and Air Conditioning Systems
146
Superior Valve and Fittings Co.
PITTSBURGH 26, PENNA

# *IAEL Meeting--*

*(Concluded from Page 1, Column 2)*

subjects as the Planned Lighting Campaign, Commercial Electrification, Merchandising Possibilities of FM, Farm Electrification, Promotion of Adequate Wiring. The theme of the conference will revolve around the necessity for getting back to the kind of selling effort that obtains in normal times and all addresses will stress that need.

A large part of the other two days will be devoted to special sessions for operating executives of electrical leagues to discuss management, membership, financing, and other problems. At the IAEL business session, directors and officers for 1948 will be elected and other association affairs will be considered.

# Wesco To Intensify Sales Of Appliances to Farmers

PITTSBURGH—Increasing production of electrical equipment has spurred the Westinghouse Electric Supply Co. to intensify its farm sales program, David M. Salsbury, executive vice president, has announced.

The company intends to make the stores of its 3,000 farm dealers central stations for electrical goods, so that busy farmers can purchase in one place such items as ventilating equipment, household appliances, heaters, water pumping systems, milk coolers, and electrical welders, he said.

To direct this distribution of electrical farm implements, as well as the company's line of household appliances, Edward W. Gaughan, formerly assistant general appliance manager, has been appointed general farm sales manager, Mr. Salsbury asserted.

Mr. Gaughan has been with Westinghouse since 1919, he added.

Farm supervisors will be appointed soon in each of the company's 16 districts, Mr. Salsbury declared. In addition, several newly designed farm models of standard electrical apparatus, such as motors and protective devices, are expected to go into production shortly.

Wesco's dealers have been selected according to their understanding through experience of the farmers' problems and needs, Mr. Salsbury indicated.

Most of them have not previously sold electrical goods, but were hardware merchants, farm machinery salesmen, or general store proprietors, he stated.

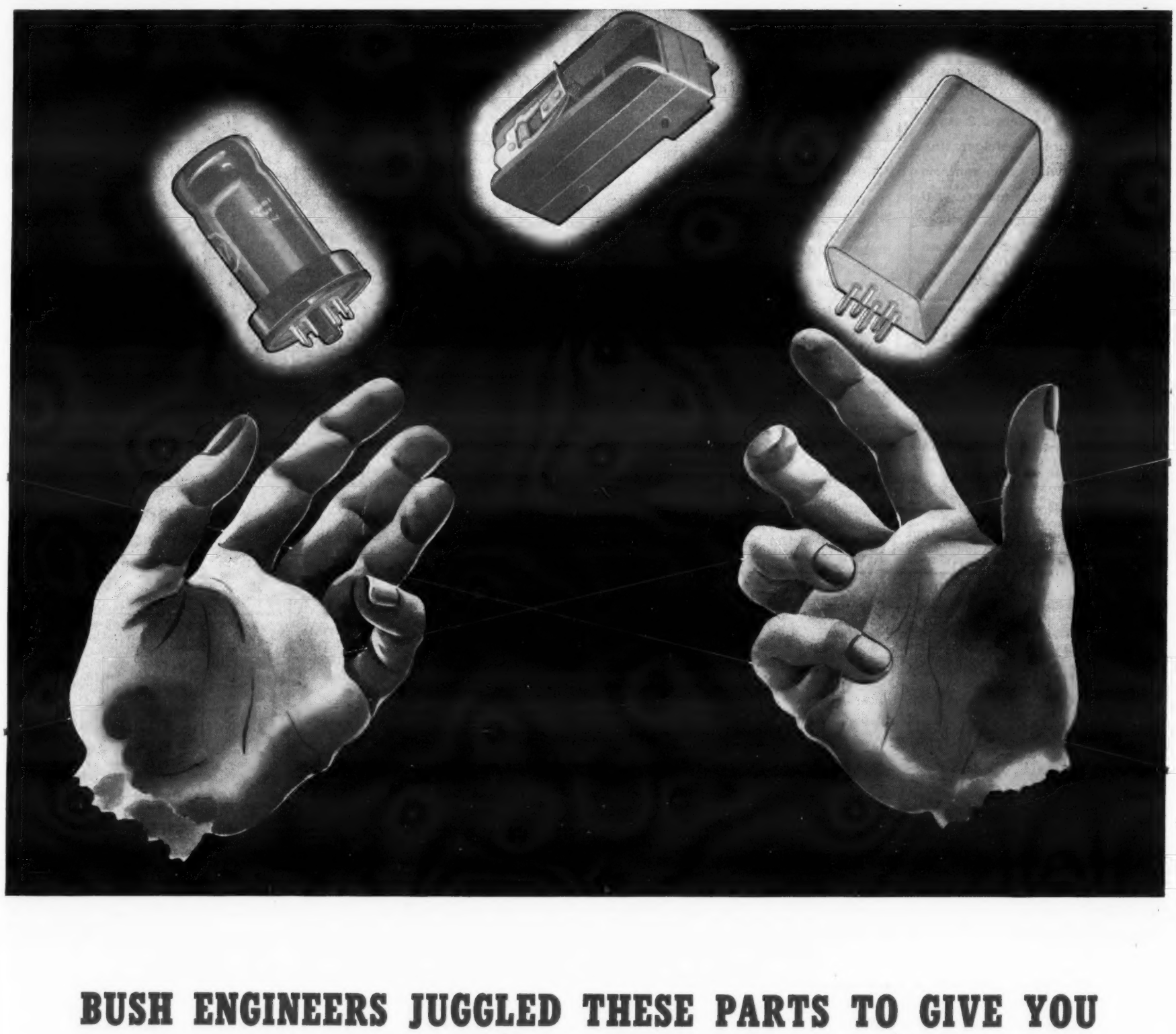
# Congress Will Investigate Prices of Consumer Goods

WASHINGTON, D. C.—Investigation of consumer prices throughout the nation by the House-Senate economics committee will begin about Sept. 15, Sen. Robert Taft, of Ohio, chairman of the committee, announced recently.

The committee will be split up into three or four subcommittees and assigned to various parts of the country, he indicated. Each subcommittee will cover four to six cities apiece, he said.

They will hear anyone who wants to be heard, from individual consumers to consumer groups.

Sen. Taft also indicated that he will soon make a statement of his own economic views.



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Fully Automatic Defrosting

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Just as Bush put automobile radiators to work in 1907 . . . to create finned-coil evaporators and condensers . . . Bush engineers put together an electron tube, sensitive relays, and a synchronous motor . . . came up with Bush automatic defrosting.

Now, when ice builds up on coils and the fan has to work harder, the extra current required initiates an electronic circuit which completely defrosts the coil in less than ten minutes.

Your Bush factory representative will gladly help you apply fully automatic water defrosting to any commercial refrigeration system. Because he's a good man to know, why not get better acquainted with him before you plan your next job?

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